PROCEEDINGS

OF THE THIRTY-SEVENTH ANNUAL MEETING OF THE NORTH CAROLINA PRESS ASSOCIATION HELD IN HENDERSONVILLE, JULY 23 AND 24.

NINETEEN HUNDRED AND NINE

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PROCEEDINGS

of the

Thirty-Seventh Annual Session

of the

North Carolina Press Association

held at

Hendersonville, June 23 and 24, 1909.

Compiled by

JOHN B. SHERRILL

Secretary.

1909
THE TIMES PRINTERY
CONCORD, N. C.

OFFICERS, 1909-'10.

President.

J. O. Atkinson, D. D., - - - *Christian Sun*

Vice Presidents.

M. L. Shipman, - - - *Hendersonville Hustler*

J. R. Swann, - - - - *Madison Record*

W. K. Jacobson, - - - *Washington Progress*

Secretary and Treasurer.

J. B. Sherrill, - - - - *Concord Times*

Historian.

Archibald Johnson, - - *Charity and Children*

Orator.

W. C. Hammer, - - - - *Asheboro Courier*

Josephus Daniels, Alternate - *Raleigh News and Observer*

Poet.

D. L. St. Clair, - - - - *Sanford Express*

Executive Committee.

Rev. J. O. Atkinson, D. D., Chairman, - *Christian Sun*

J. B. Sherrill, Secretary, - - - *Concord Times*

H. A. London, - - - - - *Pittsboro Record*

W. C. Dowd, - - - - - *Charlotte News*

H. B. Varner, - - - - *Lexington Dispatch*

Josephus Daniels, - - *Raleigh News and Observer*

D. T. Edwards, - - - - *Kinston Free Press*

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Order of Business.

The following shall be the Order of Business for the North Carolina Press Association :

1. The presiding officer will call the body to order.
2. The Executive Committee will report.
3. Appointing committees.
4. Motions and resolutions.
5. Miscellaneous business.
6. The President's Address shall be delivered on the morning, and the Historian's paper read on the afternoon of the first day's session.
7. The Annual Oration shall be delivered and the Annual Poem read on the night of the first day's session.
8. Officers shall be elected at 11 o'clock of the last day's session.
9. The newly elected officers shall be installed.
10. Final adjournment.

North Carolina Press Association.

Thirty-Seventh Annual Session.

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HENDERSONVILLE, June 23, 1909.

THE North Carolina Press Association met in the court house, Hendersonville, on Wednesday morning, June 23, at 9:30 o'clock, and, in the absence of President J. A. Thomas, who was detained by sickness, was called to order by the Vice President, Rev. J. O. Atkinson, D. D. Dr. Atkinson also led the convention in prayer.

Mayor R. H. Staton in a few words expressed pleasure at the presence of the members of the Press Association, and introduced Col. S. V. Pickens, of the Hendersonville bar, who delivered the address of welcome to the editors on behalf of the city of Hendersonville.

At the conclusion of Col. Pickens' address, Hon. M. L. Shipman, of the Hendersonville Hustler, spoke a few cordial words of welcome on behalf of the press.

Both addresses were warmly responded to by Mr. Archibald Johnson, of Charity and Children.

Mr. H. B. Varner made a report on new members for the Executive Committee, recommending the election of the following:

J. V. Sims, Raleigh Times.
W. I. Underwood, Greensboro Patriot.
J. A. Parham, Fayetteville Index.
Owen G. Dunn, Newbern Sun.
R. A. Deal, Wilkesboro Chronicle.
W. E. Pharr, North Wilkesboro Hustler.
M. L. Yeager, Southern Publisher.
R. E. Ranson, Spring Hope Leader.
Andrew Joyner, Greensboro News Bureau.
C. A. Eury, King's Mountain Herald.

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Clint N. Brown, Salisbury Post.
T. H. Gosorn, Bakersville Kronicle.
H. H. Hamlin, Beaufort Lookout.
D. L. St. Clair, Sanford Express.
E. P. Pepper, Danbury Reporter.
T. R. Barrows, Hendersonville Hustler.
J. P. Cook, Concord Uplift.
C. H. Williams, Polk County News.
J. R. Rountree, Kinston Free Press.

On motion the report was adopted.

President Thomas' annual message, which had been forwarded to the Secretary, was then read by Dr. Atkinson, and was as follows:

PRESIDENT'S ADDRESS

Brothers and Sisters of the N. C. Press Association:

The North Carolina Press Association is most fortunate in holding its thirty-seventh annual convention in this beautiful Lake City of the mountains—a city which in its sane progressiveness embodies the very spirit of our Association. It is well to have mountains to climb—to stand on their summits and get a wider range of vision, though the most of us must perforce spend our days and nights on lower levels. When Jehovah was ready to deliver his stern code of righteous living to the Hebrew nation, He called their leader up into a mountain to receive the Law—the body and bone of the old dispensation—and when the Man of Galilee was ready to voice the spirit of a new gospel he delivered his immortal sermon on the mount.

But lest we and our hosts should grow dizzy with exultation, we may as well remember that when the devil tempted the Lord, he took him up into an exceeding high mountain.

I congratulate you, brothers, that our Association is no longer an experiment. Any organization that can live for thirty-seven years in North Carolina was not "born to die." The marvelous growth of those things for which the press has stood in these thirty-seven years has demonstrated our usefulness and established our right to live. We have "done this State some service," and if it does not know it the sin does not lie at our door, for we have not failed to give due and timely notice of the fact.

But while we have undoubtedly done much for the State—and are willing to admit it—yet we are not entirely free from faults and foibles, if there is any sort of reliance to be placed in "what the neigh-

bors say." I have in the interest of truth tapped some of the private wires of the neighbors and find that they say:

1. That the editor is the one man alive who can unblushingly declare his own excellency and proclatm his own glory; who can without offending any canon of good taste print columns in eulogy of himself and the paper which is his handiwork. That the editor is the only "grown up" who can sit serenely in his corner and after the similitude of one "Jacky Horner" exclaim, "What a great boy am I!" Now, whether these criticisms proceed from the wounded vanity of the neighbors because the editor will not weekly glorify the insipid dust-dry part they play in the community, I am not prepared to say, but as a true reporter I bring it in simply as one of the things "the neighbors say."

2. They say that the paper will not always let the facts speak—that the reporter will be given to understand that he must see the facts in the light of the opinions of his paper. They say that even when the real facts are reported straight and uncolored, the head-line artist will be instructed to do a stunt utterly at variance with the net truth of the story, and the public, which so often stops when it finishes reading the head-lines, is thereby grossly deceived. This is a grave charge, and one about which each one of us should examine ourselves and see whether or not we have furnished any grounds upon which the charge is based. Jacob Riis well says there is nothing on this earth equal to "the power of the facts," and surely it is the business of the paper to let the facts talk for themselves. What pretends to be a report should not be an argument.

Again the neighbors say that we are a little prone to translate our private prejudices into public convictions, and hence to use our columns for the crucifixion of some man or measure personally odious to us rather than for the public good. As a public office is a public trust and not a private snap, so a newspaper which purports to serve the public should never be used for ventilating the personal likes and dislikes of the editor. If he has a private grudge against an individual or a business, let him keep it out of his columns. If the interests of the public are in jeopardy, then the paper should speak out boldly, fearlessly even, against the personal enemy of the paper, but before the editorial is published the editor should rigidly examine himself to discover whether he has written because the public weal required it or simply to strike his enemy. It is permissible for paper to war with paper. Then the contest is on equal terms. But for a paper to make war on an individual save in the interest of all the people, is not a high type of bravery, and reflects no honor upon the press. It should never be forgotten that the individual cannot talk back. He feels this, and it sometimes leads him to strike back.

These are some of the things that the neighbors say, and your President has deemed it wise to report them, having much respect for the wisdom concentrated in the famous lines of Burns:

"O, wad some Pow'r the giftie gie us
To see oursels as ithers see us;
It wad frae monie a blunder free us,
And foolish notion."

But these faults, if they exist elsewhere than in the minds of the neighbors, are but spots on the sun. It would be hard for us to over estimate the usefulness or the power of the press. The first great command given by the Creator was "Let there be light," and I devoutly believe that the man who invented the printing press was the greatest practical apostle of that divine command. That first command is still in force, and to the editor comes the high commission to obey it and to "spread the truth from pole to pole."

For the ensuing year I propose one word for our pole star—optimism. Let the spirits that croak and grumble and scar and defile be cast into pi. Let each issue of our papers be a shaft of sunshine, shot straight into the homes and hearts of our readers. Let the music of good cheer, the magic of hope vibrate through all our columns and verily the gospel—the good news that we preach—we will see fulfilled before our eyes.

On the back of the chair in which Washington sat when he presided over the great convention that framed the constitution, there was emblazoned a half-sun. As the meeting was breaking up and Washington arose, Benjamin Franklin pointed to the chair, and made it the text for prophecy. Said he: "As I have been sitting here all these weeks, I have often wondered whether yonder sun is rising or setting. Now I know that it is a rising sun."

Let us as we look out upon our country catch the spirit of Franklin's prophecy and help the world face the sun rise. Thus will we justify our calling, fulfill our apostleship of light, and bring the world one year nearer that ideal hour, when—

Only the Master shall praise us, and only the Master shall blame;
And no one shall work for money, and no one shall work for fame;
But each for the joy of the working; and each, in his separate star,
Shall draw the Thing as he sees It for the God of Things as They Are.

Mr. Jas. W. Atkins, of the Gastonia Gazette, read the following essay on

IS THE CASH-IN-ADVANCE SYSTEM THE BEST FOR THE COUNTRY WEEKLY?

"Is the Cash-in-Advance System the Best for the Country Weekly?" is a question which has been debated pro and con, I dare say, by nearly every owner and editor of a country weekly in North Carolina, the same being true of every other State in the nation. One of the most vexing problems of all the knotty tangles the country newspaper man has to deal with at all, it has frosted the temples and wrinkled the faces of more than one of that vast army of men and women who are devoting their lives to their country's good—the editors and editresses, the owners and managers of the weekly and semi-weekly papers over the land. Some few of these, it is pleasant to note, have ceased to debate the question. They have pigeon-holed it, or, more appropriately, have waste-basketed it for all time to come. They are still few in number, but the list is strengthening, and will, I hope, continue to do so, not only steadily but rapidly. These are the ones who have decided the question once and for all in the affirmative, and are steadfastly abiding by the results.

From the foregoing you will readily and easily gather that I take the affirmative side of this question. Looking at it in the light of ten years experience as a country editor, I do not hesitate to answer the question with a "yes" that can be heard by all who are interested. The reasons why, I think, are plenty and sufficient and I shall endeavor to present them to you briefly. Before doing so, however, I beg leave to forestall possible questions and criticisms of myself by stating that not all the subscribers on my list are paid in advance. I can say, however, and that truthfully—this not by editorial or poetical license, either—that during the three years I have actually been an owner and manager of a country weekly I have very largely increased the percentage of my paid-in-advance subscribers, and have at the same time considerably increased the number of my actual subscribers. And I confidently expect, before the lapse of any very considerable length of time, to finally dispose forever of that gentleman so well known to us all, "the subscriber in arrears."

You will pardon me if, in the discussion of this subject, I encroach on the rights and property of the old-time minister, whose firstly and secondly and thirdly are such familiar expressions to those of us who have been here any considerable length of time.

In the first place I will say that the cash-in-advance system is the best for a country weekly because it requires cash to operate a news-

paper. With employes to pay every Saturday afternoon, rent, paper and supply bills—to say nothing of grocery bills—to meet every thirty days, the editor must have money. Where is the cash to come from? Once in a great while, it may be, one runs across a man with money to burn running a newspaper for the fun of the thing, but such cases are so rare that this gentleman I leave out of the argument. Such an one can, it is true, operate a newspaper and let his subscribers pay when they please, but such is not true of the great majority of us.

Under ordinary conditions the country newspaper has three sources of revenue—subscriptions, advertising and the job department. My experience has been that the advertiser and the patron of your job department pay his bills at the end of the month—every thirty days—just as he does his grocery, meat, clothing, or church account. Why should not the subscriber pay as he goes, which means, in effect, in advance?

So far as my observation has extended the newspaper is the only institution or enterprise in all the land which extends credit for twelve months. The grocer doesn't do it, the butcher doesn't do it, the dry goods man doesn't do it—no business concern does it. Ask them why and the prompt reply is that they cannot afford it because they have to pay the wholesale man or the jobber for their goods as they get them. The same applies to the newspaper. If there is a paper, type, ink or supply house that habitually extends credit for twelve months I would like to have their addresses. They say it is not business-like. If not business-like for them, how can it be so for the newspaper man?

Again, the cash-in-advance system is the best because if you do not get your money in advance you may not get it at all. Some one may object to this statement on the ground that it is a reflection on the honesty and integrity of your constituency, your home people. But it is not. There are some newspaper readers, it is true, to whom this criticism does not apply, but I speak only the truth when I say that many people, considered scrupulously honest and upright citizens of the community, men who would resent as an insult any intimation that any accounts they might make are not absolutely as good as gold, will and do let their subscription accounts with the home paper run indefinitely and then, on some slight pretext, refuse to pay. I do not think I am a pessimist, but I have had sufficient experience to know that the average man concerns himself less about the payment of his subscription to his local paper than he does regarding any other debt he owes. Granting, however, that seventy-five or eighty per cent. of your subscribers are men whom you are perfectly willing to credit for twelve months and as to the payment of whose subscriptions you are reasonably assured, how about the other twenty or twenty-five per

cent. whose accounts represent most, if not all, your subscription profit? These are comprised largely in the floating population, a class which every publisher has to take into consideration. What editor or publisher is not thoroughly familiar with the little blue card which Uncle Sam so often brings him bearing the oft-repeated legend, "Removed, address unknown?" In ninety-nine cases out of a hundred the publisher finds, on referring to his books, that the dear subscriber alluded to on the card is considerably in arrears, and I dare say that, on an average, not ten per cent. of such subscription accounts is collectable. The subscriber whose label date is in advance of the current date rarely moves and fails to leave his new address with the postmaster. More often than otherwise he will notify you himself to change his paper.

In the third place the cash-in-advance system is the best because it is the cheapest; that is it gives you a larger percentage of profit on each individual subscriber. By eliminating a large part of the bookkeeping, the time and cost of making out and mailing notices and statements, it saves to the publisher a fair profit. In addition it relieves him of worry, mental anguish and gray hairs. In this connection it might be added that the profit on a dollar weekly or on a dollar and a half or two dollar semi-weekly is small enough at the very best, and the publisher who takes too great a risk on any one of his sources of revenue is committing slow suicide—not very slow either.

Again, the cash-in-advance system is the best because it is the fairest. The American people love fairness and demand it. I cannot see the justice in granting John Jones credit on subscription for twelve or twenty-four months and requiring Bill Smith to pay cash in advance. One rule for all is the best in any business, the making of newspapers included.

Still another argument in favor of the cash-in-advance system is that it is in line with the general tendency in all lines of trade and business. Telephone companies, railroads and other public service corporations require cash in advance, while there are more spot cash stores in the country to-day than ever before. The credit system is a millstone around the necks of our people, and will, I firmly believe, within a generation or two, be largely a thing of the past. The only reason, so far as I have been able to figure it out, why the newspaper makers have not kept pace with their brethren in other lines is simply because they lack the nerve to make the leap.

Right here in conclusion, I am going to take some liberties with my text and side-step for a final word. My subject does not place upon me the burden of telling how you may successfully establish the cash-in-advance system, my duty being merely to answer, as I see it, the question, "Is the Cash-in-Advance System the Best for the Coun-

try Weekly?" and give my reasons for the ground taken. There is only one way, in my opfnion, in which this system can be successfully worked. It is to make your paper worth the money, make it comprehensive in the field which it covers, so thoroughly reliable, so prompt, clean and up-to-date that it is an indispensable requisite in the homes of your people, then say to each subscriber as he comes, "Our terms are cash in advance to all alike," and you will get the money. Not only so, but you will, I believe, materially increase your patronage; you will command the respect and admiration of your constituents and you will certainly have a better opinion of yourself and a larger bank account.

Mr. J. J. Farriss, of the High Point Enterprise, read the following essay on

THE EDITOR AS A TOWN BOOSTER.

I take the high stand that the paramount duty of an editor in this age is to be a builder. In this era of industrial development which is the foundation of our future wealth and happiness, there is no work so important as that of aiding in this development. Much of this work is laid out before us in the towns and cities and it is to this department that I am asked to direct your attention.

The literal meaning of the word "boost" is to "push up," to overcome difficulties, and we can accept this literal meaning in its general term as applied to the editors' work. The town booster may be termed the town pusher, the town builder, and there is no one in a position to do the work so effectually as the editor. He is not only supposed to have the implements, the facilities, but if he is well equipped as an editor should be, he begins as a master mechanic. But we must make a distinction between the town booster and the town boomer. The one as a rule adheres to the truth in emphasizing the advantages of a community, while the other is willing to exaggerate for what profit there might be in it to him, or he may be simply a hot air artist, a good natured lover of notoriety. The booster is a good friend to the community and the newcomer, while the other is more on the order of a gambler, or a clown. There is an abundance of history fresh in the minds of all of us that will bear out this assertion.

There is a difference in editors as there is a difference in men, but the editor who has truly answered his calling is about the same in purpose wherever we find him. He believes in his town and naturally does his duty as a booster. And yet there are good boosters, and better boosters. An editor who would carry out his full usefulness in

promoting his town should be a leader in a commercial way. It is his duty to know prices and values and be as well equipped as any other citizen to either give information along industrial lines, or to make transactions on his own account. Thus equipped he is not only in a position to create the interest required to bring about new industries in the community, but he can advise on certain lines with an assurance that he can give proper protection to the outside investor, which counts for much. Whenever an editor comes into possession of information about the possible establishment in his community of some new industry, he should in a majority of cases be almost as well qualified to judge of its feasibility as the one who inaugurates it. He should know if the conditions locally are of that degree of promise as to insure its successful conduct. Is there labor, and is it suitable? These and other questions should be considered and he should be frank to express his opinion. He can and should judge of everything connected with the enterprise except the cost of production, the market value of the output and the intervening profit. It will do him no harm to inform himself on these things when it is proper and feasible, because it might be of great benefit in establishing a similar enterprise in his community when the opportunity presented itself. This has been true in the history of one of the greatest industries in the South —the profit in the business was not only known to the newspaper men, but to every one of their neighbors who were ambitious for their savings.

The editor should not only be a good business man in order to fill properly his place in this age, but he should form a kind of co-partnership with other business men in the community. He should be sure of their moral support and financial backing if necessary on all matters pertaining to the upbuilding of the community. Not every editor has even the first of these, having to fight single handed the battles which should rightly alike fall on others. In gaining this support it should be d ne in an independent spirit. The editor who has to plead for his own people to help, if he has to do it continually, would do well to look for a new location. Something is wrong. If he is right and if there are not a sufficient number of people—property owners—in the town who would assist him in increasing the valuation of their property, then the town and the people are hopelessly linked to another age and it is the rarest thing that the best of newspaper missionaries are ever able to move them. They do not deserve the efforts of any man, especially those of an editor.

When conditions are normal for this community of interest between the editor and his people, there is a vast field of usefulness before him. He should devote much space in his paper advocating new enterprises and in doing so he must remember that he is doing pioneer

work and must not expect to see results between the suns. But if he will keep continually at it, the results will surely follow in time. He may not get any credit for it, which makes little difference, but it will be the result of his work. The newspaper man puts ideas into circulation in a community and the people act upon his suggestions long after the article in the newspaper has been forgotten. They have been instructed and did not know it—but they have acted.

In suggesting new enterprises it serves a double purpose. If there is any idle capital, and there always is, it will through such works find a place. It is the duty of an editor to advocate continually the establishment of factories, wholesale houses, local power plants, farmers' meetings, and scores of other enterprises that would be beneficial to all classes. This work cannot be done in a half-hearted manner. What I am trying to impress upon us is that the work of an editor is a life work and this is part of it. To succeed he must be a student of men and conditions, and work constantly to a fulfillment of his calling. When the results begin to come, don't let us sit down and congratulate ourselves. The opportunity is just beginning to present itself. Let us bear in mind that the first factory, the first useful enterprise is always the most difficulty to secure. With one successful factory there should be another before the year is out, even if it is of the same kind. We need have no fear that this kind of work will be overdone in the next fifty years. I consider that there is a greater field for usefulness and wealth in the publishing business in the South incident to this work to-day than has been presented in any section of the Union, if we will only follow the lines of opportunity. I speak of the success of the publisher because there cannot be a successful town without a successful newspaper—the one is responsible for the other.

There has been so little done in the South since the war, measured by the natural opportunity that we may consider ourselves merely beginners in all lines. There should be no remorse of conscience on account of what has not been done, we had to learn as well as wait—but now there is a great responsibility resting upon the editor in this particular line of his work. If we are boosters, town builders, we can combine in the architecture, the moral, political and material effects of the structure which should be done to insure its strength. We have neglected the material in a large measure, surrendering almost wholly to sentiment and politics. In looking too closely after one part of the structure, we have weakened the other part which I am contending is just as essential as any in the final consummation of the work. The South is the most favored spot on earth, it seems to me, and yet we have emphatically refused to be thorough and business-like in material progress; especially is this true in the case of editors.

We have been merely hangers on and many times having no confidence in ourselves or in our business. We would laud to the skies the man that made an eloquent speech and won a seat in the Legislature or court house and had not a word for the man who invested his money in machinery and gave employment to the people. It has simply been a mistaken idea of the estimate of usefulness as well as prominence. Under such education we have held up as a model to our young men the consumer and not the producer. Under this tutelogue we have preferred and lionized the well dressed idler to the young mechanic and business man. Any country will die of dry rot to follow such a practice and the newspaper man can do his country no greater service than to help root out this false idea which has done so much harm in our Southern country. One of the highest duties of an editor is to create sentiment in his community if it does not already exist, that the young man who works at the bench, at the machine, is just as deserving of recognition in all circles as the young man who happens to be at the desk in the office. This has been difficult for Southern people to do and many of us cannot bring ourselves to that point. We will acquiesce in it verbally, but do we practice it? There is yet a distinction, noticeable more of course in some communities than others. If we would build up this country, let us be honest with the builders. It is all right to train some boys in the classics but not all of them. And I might add that it is useless to train any of them in these things if by so doing we narrow their vision as to the respectiability and value of the useful man. It would be unjust, almost heartless, because we all can see that the great builders of the South are to be taken from the ranks of the skilled workmen. The South must learn, is learning, to make things and the newspaper man must assist in paving the way for this practical education. It is the one policy to build, to boost to bring us into our own. Such men must fill the small factory in the South, factories that should be in every community. We have made some advancement in this work, but just think how few of the things that we use in the South that are made by our people. We can furnish the world with orators, doctors, lawyers, politicians in sufficient number to create courts, legislatures and sanhedrims, but we have never learned yet how to make a button, a glove, a collar, a pencil. These men are all right; we need them, but we cannot build towns and cities with all or even half the population made up of them. The South has had enough religious and political training to last 100 years if by chance there was to be no more. But we are woefully behind the times on practical education which is needed so much in the building of the towns. Here is the greatest field for the editor.

One of the most important matters of a local nature that should

have the consideration of an editor is the establishment of a local Building and Loan Association. In many towns in North Carolina there is a small pamphlet that should be committed to memory by every editor in the State. It is a stereotyped form of the constitution and by-laws of the home B. &. L. Association They are all alike with the exception of the name of the town and the incorporators I wish I had time to go into details on this work which has been responsible for much of the progress and wealth in my town. It builds factories, homes, sch ol houses, gives the poor man a start in life; it anchors the better class of labor and makes the citizenship more independent. It may seem strange to some but it helps an editor also. I know of one case in this State where an editor has saved through Building and Loan Associations in 15 years over $15,000.00. Without the local association I doubt if he could have gotten a start in life. Every man has a better showing in a town where there are local Building and Loan Associations. He can with little trouble own his home and be perfectly independent while doing so, becanse he is borrowing part of his own money and is also getting his proportion of the accummulated interest. If you will excuse a personal allusion, High Point has profited as much by Building and Loan Associations as she has by the manufacture of furniture. Out of 14 associations there has never been a failure. An example: In 1899 the writer organized an association for his town beginning with 600 shares which took only two days' work, and the last report I got from the Secretary and Treasurer showed assets of $400,000.00 all in good houses. Is there anything else that could have been done in so short a time that could show such a result? It certainly yielded more to the State than a month's work helping some man get an office. I would ask here what do we consider the most important work of an editor if it is not the question under discussion. I judge that there are a few editors who stop to think how they got into the business. But one thing is true of the successful editor and that is his early dreams of what it took to make an editor have long since passed away. The long coat, slouch hat, long hair, a serious look, with a political meaning at every point of expression no longer has a place among North Carolina editors. We love to think about these great men, how they helped to shape (?) the affairs of the country and revel in the blessed self-assurance of their prominence. They go along with the same wise men who put the rock in one end of the sack and the grain in the other. They were great men, second in influence only to the minister in the community and a great deal more dangerous. With all their influence they were altogether worthless to the advancement of the State's interest. They would not b ost their towns nor would they allow others to do so. If a newcomer had arrived with plans

for a factory in his pocket, the editor would first ask to what political party he belonged, and his next duty with a little help would be to ascertain his church relations—if he had any. If the first did not suit the editor and his special clan, the stranger was doomed to a studied and systematic ostracism under whose icy influence no self-respecting man would submit. Scores of towns in North Carolina have been made graveyards by just such mistaken ideas of what was the ideal in a Southern community. I regret to say it, but many times he did not even have the ideal in mind, he was afraid his small political slate might be disturbed. These were good men, but they were in the wrong business and belonged to another age. How much good they might have done if they had made it a business to boost their towns by sharing the hospitality that was natural to them rather than staking the welfare of the entire community on a weak sentimentality which in its strongest defense amounts to little more than a prejudice.

In order to build a town, the newspaper man should be a worker, not a place-filler. He should enter actively into all of the matters pertaining to the upbuilding of the town. His capital may not be equal at all times with some of his helpers, but he can be just as useful. No matter how small the publication, an editor should value it highly for its work and other people will. In the proper spirit and equilibrium he should consider his position just as important as that of the highest priced editorial writer on a metropolitan paper. Measured by the simple rule of duty, his place is just as important, and in the majority of cases he accomplishes as much. The town cannot be boosted unless this spirit is behind the local press. I think that some editors fail in not only boosting but fail altogether because they look much to what they think is a higher source in the profession, rather than using and cultivating individuality. There is sufficient force of this character among our brethren to bring out a revolution in educational and material progress if each one were to act for himself looking well to the needs of his community. We cannot afford to be parrots. There are not any of us who would not rather have our children be crows than parrots because there is something positive about the crow if it is nothing but an instinct to avoid danger. I make no effort to change the cherished opinion of what it takes to make an editor. I am only emphasizing what I think to be his most important office and one which is most useful to the age in which we live. If the average editor will enter heart and mind into town building, looking well to other things that come along with his work, our country will no longer be considered a poor one and the position of the newspaper men will be duly appreciated.

Mr. H. B. Varner read the following paper on

THE DUTY OF THE PRESS IN THE GOOD ROADS MOVEMENT IN NORTH CAROLINA,

Mr. President, Fellow Members of the North Carolina Press Association, Ladies and Gentlemen:

The relation of the North Carolina press to the good roads movement that is gradually growing throughout the State is so plain that it really needs little comment. The press always leads, or always ought to lead, in a fight for better things, and in this movement it should take the foremost place, for there is not another question before our people that is so vitally connected with the welfare of the State. It is the high duty of every newspaper in North Carolina to take up the cudgels vigorously for better roads. The State of Georgia is aflame with good roads enthusiasm because The Constitution, The Journal and other newspapers in that commonwealth have begun a campaign that must result in good roads. In this instance alone the duty of the press and the effects of its efforts are brilliantly set forth.

Building good roads is the great question of the hour in North Carolina. In the familiar phrase, it is the paramount issue, not only in this State, but throughout the Union. It transcends in importance politics, the tariff, the money question or any other question. Nothing is hampering this country so much as mud; nothing could possibly do more for the development of the State and nation than macadamized highways. Hence, the duty of the press in this State, especially, to begin a State-wide campaign for the promotion of better roads. It is our manifest duty to cry aloud, to advocate strongly, to publish information, to mould public opinion until the people reach that point where they are willing to bear the cost of building modern roads in every county.

United, determined, persistent, the press can do anything. It is all-powerful. The conqueror of Europe, Napoleon the mighty, himself said that four hostile newspapers are more to be feared than a thousand bayonets. I have no hesitancy in declaring to you to-day that if the North Carolina press would plunge into a good roads campaign in all parts of the State, and stay on the firing-line twelve months, there would be such a tide of good roads sentiment that North Carolina would be swept from one end to the other and good roads would win in almost every county within an incredibly short time. Show the need, explain how, and North Carolinians will do what is right every time.

I need not go into historical details to show that up to a decade ago, North Carolina was doing little. The State had been struggling

to regain its feet and throw off the blighting effects of the Civil war and its horrid aftermath. The people had little energy to spare from that task to put into development, although, of course, some development was going on. Finally there came a day when a political revolution was necessary, and it came. I do not wish to drop into partisan politics by referring to this, nor by saying that, since there must be a great leader in every fight, Charles B. Aycock came to point the way.

Having gone through with that, we, following Aycock, quickly went through with an educational revolution, until North Carolina was raised far from her lowly position in the list of States. Coincident, almost, and at the same time a result of the foregoing, came an industrial era, when factories and mills sprang up everywhere, and North Carolina took a proud place along with other manufacturing States. Capital flowed into the State from the four quarters. And all along there was growing a powerful moral sentiment which had its culmination last May a year ago. I recite these matters in an effort to show you that North Carolina has met and settled well a series of great problems and that she has now come to another great problem that has quite as much to do with the public weal as any of those that have been solved in the past, namely, building good roads. Governor Aycock was the great educational leader; Governor Glenn was the great moral and industrial leader; who will step forward and be our great good roads leader, for the time is at hand for us to do something, and there is a call for a man to point the way? We cannot stand still, we will either go backward or forward.

In all those movements for better things which I have narrated, the press played an important part. Indeed, it cannot be gainsaid that much of the credit is due the newspapers for the work that has been done. Now, there is another opportunity for the man behind the pen to serve his State, and is there an editor in the State who will not answer the call? I believe not, for newspaper men are nearly always patriotic and self-sacrificing.

It is idle for me to attempt an enumeration of the benefits good roads confer on a people. Every man, no matter how unlettered, instinctively knows that a good road is a far better thing to have than a bad road. We naturally have it in us to know the value of, and to construct an easy pathway, but, unfortunately, the devil of tax steps in and tempts us to bear the ills we have, rather than fly to blessings we know of and greatly desire. Our people all believe in good roads, but there are some who are unwilling to pay the cost. I have heard good men and good farmers declare that inasmuch as the mud trails we now have were used by their fathers, they are good enough for us and it were useless to suggest a change in them. Others declare that we

are too poor to attempt road construction, and still others are vehement in their opposition to the idea of handing down to succeeding generations such a loathsome thing as a public debt. These are some of the objections one hears.

I believe in my soul that a bad road is the greatest curse that can be laid on a community. It stunts the industrial, moral and intellectual life of a people. But a good road is equally as great a blessing, for once a community gets facilities for transportation and communication, all other blessings will be added thereunto. Mr. Roosevelt has well said that the difference between semi-barbarism and civilization is the difference between good and poor means of communication. Far back in history good roads building was recognized as a leading factor in advancing civilization. We are told that early explorers in Peru found improved highways, one of the military roads being 2,000 miles in length, with tunnels through mountains, bridges or ferries over streams, a road 20 feet wide, made of flag stones covered with bitumen. Ancient Mexico built good roads, as did India and Persia. In the latter country the monarch built a smooth, hard highway alongside of the common earth road, and none could travel it save his royal highness. The Roman roads are still the marvel of a modern world and are still used. Nothing contributed more to Rome's prosperity and prowess than these imperial highways, straight as an eagle's flight, reaching to all parts of the world-empire.

Following the fall of Rome, the darkness that settled over Europe was in no small degree attributable to the lack of means of communication, and returning light came with the movement to build passable highways. Europe to-day is far ahead of us in the matter of roads. The thrift and wealth of the Frenchman largely come from his magnificent thoroughfares. England has good roads into every nook and corner of the island. They are constructed scientificially and guarded jealously. This great country of ours, with its illimitable resources and its teeming millions, the grandest country on the face of earth, is fettered by mud, and our people are just awakening to the absolute necessity of good roads if we are to progress and become what we should be. Mr. Roosevelt has said:

"Merely from the standpoint of historical analogy we should have a right to ask that this people which has tamed a continent, which has built up a country with a continent for its base, which boasts itself with truth as the mightiest Republic that the world has ever seen, which we firmly believe will in the century now opening rise to a position of headship and leadership such as no other nation has ever yet attained—merely from historical analogy. I say, we should have a right to demand that such a nation build good roads. Much more have we a right to demand it from the practical standpoint. The dif-

ference between the semi-barbarism of the middle ages and the civilization which succeeded it was the difference between poor and good means of communication. And we, to whom space is less of an obstacle than ever before in the history of any nation; we who have spanned a continent, who have thrust our border westward in the course of a century and a quarter until it has gone from the Atlantic over the Alleghanies, down into the valley of the Mississippi, across the Great Plains, over the Rockies to where the Golden Gate lets through the long-heaving waters of the Pacific; we, who take so little account af mere space, must see to it that the best means of nullifying the existence of space are at our command."

Good roads mean progress and prosperity and are a benefit to the people who live in cities, and an advantage to people who live in the country. Like good streets, they make habitation along them desirable. You never, or rarely ever and then not for long, see a shabby home by the side of a modern road, where everybody passes and sees how you live. They make people straighten up and put their best foot forward. The value of farms is enhanced. Statistics prove that in nearly every case the States having the highest percentage of improved roads are a powerful factor in encouraging the settlement of unused lands. Roads also have a far-reaching influence in holding men to their farms, and restraining them from drifting to the towns. While the manufacturing towns must have labor, who is here that will deny that if our counties had goad roads, the hundreds of good farmers would have moved their families from the country home to town to work in the mills? So great an exodus occurred two or three years ago that farm labor was almost impossible to secure. These people are needed in the country; there they would have stayed had there been good roads, which make farm life so much more attractive. As the price of land depends as much on accessibility to market as on productivity, it follows that road improvement, by holding people and attracting others, directly tends toward increase in values of all farm lands within touch of the improved highways. It is shown that in States where the average price of land is less than $20 an acre the percentage of improved roads is only 1.8, whereas, in States where the acreage value is more than $20, the average of improved roads is 9 per cent. of the total mileage.

There are records which show that roads have increased the value of farm lands from 50 to 500 per cent. It has been ascertained by a dozen railroads through their land and industrial departments that farms through which good roads run are enhanced in value from $2 to $9 an acre, and whether conservative or enthusiastic, all concede that the increase is marked, immediate and inevitable. Suppose a county of 200,000 acres votes bonds, and placing the enhanced value

at only $4.50 an acre, it will be seen that the land owners thus benefited would gain not less than $900,000. If the bond issue amounted to half a million, there would be $400,000 profit, at once. The increase in the profit and price of farm products is equally certain and plain. The farmer's produce is worth nothing unless it can be placed on the market. Time was in England when food would be rotting in one place, while people suffered for the lack of it in a community a few miles away, because it was impossible to transport the products of the farms.

Official records in Guilford county show that the price of farm products since good roads have been built has increased from four hundred to seven hundred per cent. And yet, there is a farmer in my county who maintains that good roads will ruin him and the county, because they will reduce the price of produce, since, when the roads are bad, he gets $2.50 a cord for wood, because wood is made scarce by the impassibility of the highways; and he says he would rather haul wood through mud hub deep for $2.50 than to roll along a smooth road and sell it for $1, which price he claims a cord will drop to in the event of good roads. The experience of Charlotte and Greensboro entirely disapproves this absurd idea, for there are not two better markets in the State, and the first named has 200 miles of good roads leading to it, and the second 100 miles.

There is no question about it—why argue farther? We may close the discussion of the advantages of good roads with this quotation from the Honorable John H. Bankhead: "Good roads are avenues of progress, the best proof of intelligence; they aid the social and religious advancement of the people; they increase the value of products; they save time, labor and money; they are the initial sources of commerce, which swell in great streams and flow everywhere, distributing the products of our fields, forests and factories. The highways are the common property of the country, their benefits are shared by all, and all should contribute to them."

The question comes, how to get good roads? Shall we vote a direct tax or shall we issue bonds? Shall we pay as we go, or shall we pay part now and let future generations pay part? To my mind, the whole question comes down to whether we want good roads now, or whether we are willing to build a few miles now and let another generation build a few miles more and another and another, until in the course of human events we secure good roads throughout the State years after every person now at the age of accountability is dead and gone. I stand for bonds. Mecklenburg has been building roads 30 years, and she has about 200 miles, using direct tax. Guilford has been building roads six years and she has 100 miles, using bonds. We are too far behind to depend on a direct tax. We must go ahead

and issue bonds, build the roads, increase our wealth, and reap many fold the cost of the roads. Is North Carolina to labor another generation before good roads come to pass? God forbid We would lose enough to macadamize every mile of road in the State.

At present, with the exception of a few counties, North Carolina is doing nothing at all. There is neither tax nor bonds in most of the counties, and there is less improvement work under the old road law system than ever before. Time was when we did make a pretence at working the roads, but now in the majority of cases we do not even obey that outworn law. As a result, the average country road is bad even in summer and practically impassable in winter.

Should a county issue bonds, before a dollar is expended, a competent civil engineer should be secured and put to work mapping out the county. He should be under either the county commissioners or a highway commission composed of the commissioners and other men selected by the people. It is absolutely necessary that an engineer be employed, even though he cost considerable salary, for the location, construction and maintenance of roads are operations that no men or set of men without the aid of an engineer can conduct in the proper way to get the best results at the least cost. There is a disposition on the part of many people to cavil at the price paid such an engineer, and if you undertake to fight for roads you will meet it at the outset. That idea must be eradicated, as must also the idea that the men intrusted with the public funds will not place every dollar where it belongs. In an age of skepticism in business, it is not unnatural that people should suspect that huge sums voted for roads will be preyed upon. No county can build roads without an engineer who acts as pathfinder, going over the county, studying the situation, making maps, and doing all that very necessary preliminary work without which oft times money is worse than wasted.

A county which shows sufficient progress to bond itself in a liberal amount for the purpose of securing improved roads should keep its money intact until its officers have learned exactly what class of roads will best meet its requirements; what type of road it is best qualified to construct and what it can best afford; and these facts can be secured through the aid of the national government, the office of public roads standing ready to give gratuitous advice and supply skilled highway engineers who are amply qualified to tell what type of highway would best meet that county's requirements and to demonstrate those suggestions by supervising the building of stretches of model highways, after which local officials may take pattern.

Wide-awake State and county officials are now showing the liveliest appreciation of the wonderful results following a visit by these skillful men, and the demands for their services are so heavy that it is

impossible for Director Page to meet more than 20 per cent. of the requests being filed in his office.

When county officers learn to appreciate the fact that road building is an art, they will rely more and more upon expert advice and scientific demonstration, and when they have learned what class of roads is desirable, they will construct them and then guard them.

Therein lies one of the most important of all American highway questions. Americans build as good roads as Englishmen or Frenchmen, but having done so, they rest contented with their efforts and let each passing breath of air, speeding automobile, or drenching rain blow or wash the road surface away.

In the countries of Europe, where the well-nigh perfect roads are the pride of the citizens and the envy and admiration of visiting Americans, most jealous care is constantly given; a careful day-by-day inspection is made, and every depression is quickly filled and all inequalities rolled or tamped.

Two requisites, therefore, confront the county supervisors at the outset—first to ascertain what roads would be most suitable to that particulur section, and secure what sums should be expended for their maintenance after completion.

Those are vastly important and the nation's very small percentage of improved roads is due largely to a failure to give consideration to them. Millions of money have been wasted in building roads which local conditions made impracticable and out of all cost proportion to the county's revenues.

There are exceptions to all rules, however, and Pike county, Alabama, stands as a glittering exception to the usual construction blunder. There the county officials had planned to expend a large sum in the building of gravel roads.

Mr. W. L. Spoon, United States superintendent of road construction, being sent to make an inspection of the county's road possibilities, learned that 700 miles of important routes needed improvement. He figured that the cost of gravel roads would be $3,000 miles—plainly a sum greater than the county could be bonded for. Conditions, however, were ideal for sand-clay construction and he strongly urged its adoption. By legal proviso the county could be bonded for only 3½ per centum of the assessed value of the real and personal property. The plan was decided upon and an issue of $143,000 was voted. One hundred thousand dollars worth of the bonds were quickly sold, being disposed of in $50,000 allotments.

The first allotment brought a premium of $525 and the second one of $825. Forty thousand dollars was at once spent for mules and road-building machinery and work was started.

With the sum remaining, 118 miles of the finest sand-clay roads in

the South had been built within two years from the date of the bond issue; a generous sum was still on hand; eight gangs were at work, and the people were so pleased that they stood ready to take up the remaining issue of $45,000 and expend it in the same way.

It is the belief of the nation's highway director that such facts should be impressed upon the people of all counties desirous of extending and improving their highways before actual work is under way. When that has been done, he is warmly in favor of the raising of funds by issuing county bonds with the restrictions which the Virginia highway law imposes, viz: that all moneys so raised shall be spent under the watchful supervision of a State highway commissioner, because otherwise the money may be wasted.

Inasmuch as road building and road mending have been for a century under county commissioners and township road supervisors with practically no beneficial results observable—it seems plain that the time for a radical change of methods is at hand.

Many farmers fear a bond issue as they do the visits of the chinch bug or the Kansas grasshopper, but the benefits they derive from that method of raising money for road improvement are far-reaching and immediate, while the individual tax on each is so small that it is scarcely noticeable. In reality, borrowing money through the sale of road bonds is like buying a house, a farm, or a business on the installment plan. The purchaser receives the object at once and derives the benefits from it while paying for it. As the benefits derived from perfected highways cover long periods of time, fairness and equity demand that the rising generation should bear a portion of the cost and that the increased citizenship, always attracted to the locality by a system of good roads, should also aid in paying for the added benefits.

Besides that, there is a financial wisdom in floating county bonds for road improvement. In many cases those bonds sell at a premium, and everybody interested gains a benefit. In some Southern States good road bonds have brought a price so high that the premium has wiped out two or three years interest on the principal. In Bradley county, Tennessee, but a few years ago, the supervisors voted a bond issue of $90,000. Those bonds bore interest at the rate of five per cent. So enthusiastic were the citizens for road improvement, and so much confidence did they have in the locality in which they lived that the premium was $20,000; the cash sales placing in the county treasury $110,000.

I am an earnest believer in Federal and State aid and co-operation in building good roads, and I believe that the time is at hand when the government will hit upon some plan whereby it may co-operate with the State and the State with the county, in the work. It has been argued that it is unconstitutional. Why should it be more so

than the expenditure of money for river and harbor improvements, which often take the form of a private enterprise? As a matter of fact, it has been shown conclusively in Congress that so far from being unconstitutional, the government in its very beginning began the construction of good roads and expended more than seven millons on the old Cumberland road from Maryland to St. Louis, a distance of 700 miles, and the work was only abandoned because there arose a question of authority and responsibility as to who should maintain and repair the road, the States or the Federal government. What does the government do for the farmer? We spend millions annually on the army, a dead loss, though doubtless necessary; we spend some hundred millions on the navy; have spent a half billion on river and harbor improvements. During ten years we spent more than six billion dollars of which about forty-seven million went to the agricultural department; but not a dollar for the promotion of good roads, a common blessing for all the people. During fifty years, in all the vast sum our government has disbursed for one thing and another, not a dollar has been appropriated for roads. And yet, the farmers of the country compose the bulk of population, and last year contributed to the national wealth some eight billions of dollars. The one-horse farmer around behind the hill miles from town forms the foundation of the nation, and what has the government done for him? Nothing. The burden is upon him, he foots the bills; and the government takes his money and spends it on everything under the sun by the millions, on everyting but on what affects him mostly—roads. In 1909 the farmers of this country not only fed more than eighty millions of people, but sent across the sea a billion five hundred millions of farm products. This preserved the balance of trade with all the world, and gave five hundred millions to the country to set aside for the proverbial rainy day. Had this not been, a billion dollars would have had to have been sent abroad to import duties. It was enough to pay the immense appropriations of congress and still add half a billion to the national wealth. In the face of all this, the Federal government has done not a thing for good roads.

The forerunners of a national highway from New York south to Atlanta have recently passed through the State. I believe the time is at hand when the government will spend money on that road. I believe we shall see a road from Asheville and the west through to the coast. It is bound to come. The duty of the press lies in hastening the day. We must stir our people to a realization of the value of good roads, of the necessity of roads, and see to it that our Legislature two years from now is a good roads legislature, that our congressmen are good roads congressmen. If the press will but do this, it will have rendered the State a service that will eclipse all services

rendered in the past. First get the folks in the notion, get the State in the notion, get the government of the nation in the notion, and all three, people State and nation, working together in harmony, will work one of the greatest revolutions this country has seen since the foundation of the government.

Mr. Archibald Johnson then read the following essay on

THE FUTURE OF NORTH CAROLINA, AND THE PART TO BE PLAYED THEREIN BY THE PRESS

The future of North Carolina is one of the largest subjects that could have been assigned me, and the part the press is to play therein, the next largest. So much has been accomplished within the last decade that we stand amazed at our own material power. It takes no prophetic vision to tell some of the things that will come to pass when life will be better worth living than at any period of the history of the world.

Dr. Thomas Meredith, who lived seventy-five years ago, looking into the future of North Carolina, expressed this fine sentiment: "Men and brethren, who live in the greatest day the world has ever seen, who are permitted to witness events which would have dazzled the vision and startled the faith of prophets and apostles—who are favored with opportunities which no preceding generation was ever permitted to enjoy - who sustain responsibilities more fearful, perhaps, than any which ever before oppressed the conscience of men—consider, we beseech you, who and where you are, mark the surprising and momentous peculiarities of your situation. Let your own hearts speak and more need not be said."

It is hard for us in this fuller and richer time to imagine upon what the writer of the above stirring appeal based his argument. In material development we had scarcely made a sign. No railroads, no commerce, no towns, no manufactories, no education, and a community sparsely settled and resting upon society—the unspeakable burden of slavery. If these great things welled up from the heart of the prophet, what shall we say who stand in the dawning of the real day?

I have often wished that I were 30 years younger that I might see the mighty unfolding of the future of our State. We are now, however, where we can catch glimpses of that future so rich in its prospects and promise.

First, North Carolina will be blessed with highways like those of Rome. Already we are on the eve of a tremendous revolution in this respect. Our citizens are beginning to see that a small tax for the building of these great highways is the best economy that we can pos-

sibly practice. Enough ignorance and prejudice still exist, however, to deprive many communities of this priceless blessing, but in the near future public sentiment will have become clarified on the subject, and we shall all see eye to eye and speak the same thing on this vital matter of good roads. Some of the brethren, notably The Charlotte Observer, have faith to believe that we will quit the earth altogether and transport ourselves and our substance along air lines in fact as well as in name, thus rising entirely above the road question—but there be few with so great faith in all Israel.

Educationally the outlook is radiant for North Carolina. Our past history, except the recent past, is not creditable to so good a State as ours. Sentiment in favor of universal education, now so strong, is a product of the past decade. The ante-bellum spirit may still be found here and there, but it is being rapidly overwhelmed by the more humane and enlightened spirit of our time. Our leaders in all our civic life of a quarter of a century ago, had no enthusiasm for our public school system. It was the football of the politician. Charles D. McIver and Edwin A. Alderman, young men of power just from college, began to stir our people on the necessity for universal education. They met a ready response, and the first official recognition of the movement for more and better schools for the children of the poor was the proposition to the Legislature for $100,000 supplementary to the regular appropriation for our public schools.

This measure met stubborn and vigorous opposition, but so strong was the sentiment in its favor among the people that it passed both houses by good majorities. The chief champions in favor of this great onward stride were John B. Holman, in the House, and Stephen McIntyre, in the Senate, and they deserve to be remembered through the ages. Charles B. Aycock well deserves the title, "Educational Governor." Throughout the State he went, pleading with all the eloquence with which he is so richly endowed, for longer terms, better houses and better teachers. The people heard him gladly, and the result is that we now have one of the finest public school systems in the South, and Hon. J. Y. Joyner is doing work of inestimable value in uplifting and magnifying the education of all the children in our State Upon this broad basis the educational future of North Carolina rests. Some problems of momentous importance must be solved. One of these is our duty to the colored portion of our population. That they are entitled to the blessing of education is admitted by all; but that they should enjoy equal advantages with the whites, is seriously questioned. Another matter to be settled is the relation of the State to the denominations in the fostering of academies and colleges. The religious sentiment in North Carolina is strong and dominant. The State must respect this sentiment if it would enlist the sympathy and en-

thusiasm of all its citizens in the general educational movement that has made so remarkable headway for the past ten years.

With all confidence in the wisdom of our people, and their well known conservatism, we may well take the optimistic view and hope for a proper adjustment of these seemingly conflicting elements; but it will require patience and tact on the part of both sides of the question. We must avoid bigotry and intolerance on the one hand, and a spirit of riding rough-shod over the feelings of some of the best and truest people in the State, on the other. Much every way will depend upon the spirit of the North Carolina press in dealing with this great matter. The newspapers of the State, more perhaps than any other single agency, have before them a wise settlement of all this unsettled problem, and the unification of all the elements in the progress of our educational interests. We are sentiment makers, and peace-makers. A judicial, candid and sensible expression of editorial opinion from week to week may be a blessing of untold value in the wise solution of our educational problems, but a spit-fire, filled with partisan prejudice and blind to every appeal that does not endorse his particular view, is a wedge that drives apart the citizenship, and creates factional strife and bitterness where there should be peace and good will. Every newspaper should be a welder rather than a divider. With these great things accomplished, our State will go on from glory to glory. The past will be redeemed. Our boys and girls from mountain and plain, strong and sturdy, will come into their own, and every hilltop will be ablaze with the light of learning.

Our political future is beset with danger. The drastic and divisive campaign through which we passed last summer and fall was not to our credit. Money was freely spent by candidates, and men were bought. The electorate is not as pure in this State as it used to be. It is the duty of the press to cry aloud and spare not. Our public offices must not be hawked about on the market. Our candidates must not be permitted to buy their way into power and privilege. Upon a strong and virtuous electorate the future of our State depends. It may be old-fashioned, but we must return to the plan our fathers followed through all the history of the State of electing men because of merit rather than money.

One candidate last year was reported to have spent $50,000 in trying to secure the nomination to the highest office within the gift of the people. That he failed of the nomination does not answer the argument. He was not the only candidate who spent money. Our danger is that we shall drift into the fearful condition that now poisons the body politic of many of our States, where only men of wealth will run for office at all. The ablest man in the public life of North Carolina is a poor man, and could not offer himself as a candidate if

he would and would not if he could. If he had a million he would not spend a copper to change any citizen's vote. Shall we deprive the State of the service of men like this, by putting our offices up to the highest bidder?

The press, if it be true to its mission, must play a tremendous part in checking the dangerous tendency toward expensive campaigns that threatens to engulf us. As sentinels upon the watch towers we must lift up our voices against this menace to our liberties. The newspapers can lead the way out of the wilderness if they will.

The future holds out another danger which is akin to this, and that is the spirit of commercialism. North Carolina is no longer poor. She stands well up toward the forefront in her manufactories and the development of her rich resources. There is danger that we shall go money-mad. The tendency is to forget the fine traditions of the past and "bend the pregnant hinges of the knee that thrift may follow fawning." We are subjected to the fearful temptation of exchanging manhood for money. God forbid that we shall ever come upon the time when "the jingle of the guinea helps the hurt that honor feels." In the recent tariff debate one lone Congressman in this State out of twelve stood for the time-honored Democratic doctrine of a tariff for revenue only—the others were rampant to reduce the tariff upon every interest except their own. This looks like a weakening upon a vital point, and a surrender absolutely to the principle of protection.

Why? Because the lumber interest has become so powerful that it can overpower our representatives, just as the sugar, and wool and iron interests have been doing all these years.

Are we really in favor of a tariff for revenue only, or are we just like the others, in favor of a tariff on everything except those items that put money into our pockets? The commercial spirit of our time has crept almost unnoticed into our political life, nor does it stop there. It is to be seen and felt in all our civic, and, I regret to say, our religious life.

Oh, brethren of the press, now is the time for you to speak. The future so golden with promise is beset with the fatal love of mammon, and you are the guardian of the people's rights. As Zeb Vance said, in view of the impending danger his keen eye foresaw, "There are some things in this world that are better than money."

Have you noticed on the part of some newspapers a tendency to condone the sins of men because they have money? The paper that fails to speak out against wrong, by whomsoever committed, is falling in the very point for which it is permitted to live.

It is folly for us in glorifying our future, to ignore our dangers or to fail to fortify ourselves against them. Prosperity is a great blessing, but it has its price. The future of our Commonwealth depends

in large measure upon how we deal with the problems of the present. We should hand over the State to our children with great highways, model schools, a pure electorate and a virtuous citizenship; but in order to do this we must, as creators and directors of public sentiment, defend and promote the old-fashioned virtues of public enterprise, honesty, integrity and civic purity.

A motion was made and unanimously adopted thanking President Thomas for his excellent and thoughtful address and expressing deep sympathy for him in his illness. The Secretary was instructed to convey this message to Mr. Thomas by telegraph.

Chairman Atkinson in speaking of the paper of Mr. Atkins, said he would give any one present an opportunity to make any remarks on the cash in advance system for subscriptions.

Mr. J. J. Farriss said he would like to know how many papers really followed the cash in advance system. Mr. Atkins said:

I have two sets of cards; I send out a card notifying the subscriber when his time is out a week or two before his subscription expires, and about a week afterwards I send him another card notifying him that a previous card has been sent. I find that this system works well in a great many cases. Of course, I don't apply this rule rigidly, but I do apply it to people I don't know personally or by reputation. By sending out these statements, I find that I have increased the percentage of my paid in advance subscribers greatly. I don't believe the same rules apply to all papers. Every man has to take into consideration his own local field.

H. C. Martin:

It occurs to me that no individual newspaper can adopt this rule; it requires co-operation. Suppose there are two newspapers in your town and you stop a man's paper when his subscription expires; well, he walks across the street and says that he don't like your sheet and subscribes for the other fellow's paper. Suppose a country-man comes in and wants to know why he isn't getting your paper any longer and you tell him that he is behind on his subscription; suppose he pays you 50 cents and says he hasn't got the money to pay in full, but that he likes your paper and would like for you to send it along—

well, I haven't got the nerve to say to the ordinary country-man that you can't use my paper without paying for it in advance. I appeal to this Association for co-operation along this line. We have got it in the power of the Ass ciation to do whatever we want done. I tried the cash in advance system for a while; I chopped off about 200 of my subscribers, and some of them have never darkened the door of my office since, and they have never sent me a cent of money for what they did owe.

R. R. Clark:

I think the same business methods apply to a newspaper as to any other bnsiness. I would not advise the cash in advance system to any country newspaper, and I don't know of any newspaper in the State that lives strictly up to this system; but you must apply the same business methods in the newspaper business as in any other business; now, any merchant will sell to any man that he knows will pay, and I will send my paper on time to any man that I know will pay I don't begin to give credit to any man that I know will not pay, and because he goes across the street to the other fellow don't make any difference with me. I have found by experience that they have a great deal of respect for you if you discontinue their paper because they don't pay up. I don't hesitate to refuse a man credit that comes in that I don't know. I think that Mr. Atkins meant that we should apply business meth ds. If you give indiscriminate credit you will soon be out of business.

J. J. Farriss:

One reason that we don't get along with the cash in advance system in the South is because we don't have the op-operation of all the papers, and our people have been educated to think that we must send the paper on and let them pay for it when they want to. The majority of the papers North won't send their paper until they get the money for it—it is just the difference of business methods in our system and theirs, and there are some papers in North Carolina that do business on the cash basis. Now, if we would set rules something like the Northern papers do, our people would know what to expect. It is not a question of whether we can do it or not, but whether we will do it.

J. D. Gold:

I think this is the most important subject that has ever been presented to our Association. We have three publications, and we don't have time to keep after our accounts it we didn't have them on a cash basis. About two years ago we put the Twice-a-Week Times on a

cash basis and it is merely a matter of agitation. Before we did it, we began talking to our people through the paper; we told them that a newspaper man had too much to do to go out and make his money two or three times, and while we cut off a great many subscribers, we now have more subscribers than before. We simply send out a notice two or three weeks before the time for a subscription to expire, and if we don't hear from them we cut them off, and the people are finding that they miss it and they usually come back. This fall we expect to put the Daily Times on a cash basis, and if Brother Daniels will put the News and Observer on a cash basis we will make some money. He just covers my territory, and people say, "Well, I get the News and Observer and I don't believe that I want your paper." We are going to begin to agitate right now the matter of putting the Daily Times on a cash basis. The Landmark we don't expect to put on a cash basis, because it is a religious paper.

President J. O. Atkinson:

I think the two papers of Brother Varner and Brother Johnson ought to have a free discussion. Mr. Varner's paper was an admirable paper on a question that is now being agitated in some parts of the State more than anything else. Mr. Johnson's paper touched on the question of education, a movement started more than twenty years ago. The good roads question started five or six years ago, and has just recently increased force.

On motion it was decided that discussion on Mr. Varner's and Mr. Johnson's papers be left until the afternoon session.

Chairman Atkinson announced the appointment of committees as follows:

Committee on Resolutions: Dr. J. L. Murphy, Josephus Daniels, W. C. Hammer.

Committee on Treasurer's Report: John D. Gold, Thad R. Manning, J. D. Bivins.

Committee on President's Message: R. R. Clark, J. P. Caldwell, LL. D., H. C. Martin.

Committee on By-Laws: Archibald Johnson, H. B. Varner, J. J. Farriss.

The following communication was received and the offer accepted with pleasure and thanks:

We hereby tender the free use of the Grounds, Tower and the Toll Road to Mt. Hebron to the Press Association that meets in Hendersonville on the 23rd day of June, 1909.

M. C. Toms,
C. F. Toms,
J. L. Orr,
Mrs. Solomon Jones.

Mr. Walter H. Savory, representing the Mergenthaler Linotype Company, made a short talk to the convention, as follows:

I don't know that the Association will be interested in a technical description of the Junior Linotype, and I am going to take this opportunity to pay my respects to the North Carolina Press Association, the State and South generally. The Junior Linotype is on exhibition in the hotel and speaks for itself, and the operator and myself will be glad to answer any questions about it.

As for my love for the South, I would like to say a word or two. Representing one of our corporations, I came down here for the first time several years ago and fell in love with your country; and there are a few reasons why—you have kept your blood pure down here. We have been forced to deteriorate from the old stock blood that came to this country. Our blood of the North has mingled with the Russians and other low foreigners who come in such great numbers to this country. Some of us have been able to maintain pure blood, but the hope of the nation lies in your keeping your blood pure in the South. I love this country. I educated my daughters in the Southland. I love North Carolina—you are more like my own people; I am from New Hampshire, and New Hampshire people and North Carolina people came from the Scotch-Irish stock—you came from the same blood that I did. You people of North Carolina are industrious and progressive, more so than any other State of the South. North Carolina is growing faster and is the most progressive State that I have been in. I was very much pleased when one of your members said that he thought I was a benefactor in my way in putting linotypes in your State; said he thought any man was a benefactor that was selling something that would advance education in the State. I think ten years ago you had something like ten places in the State that had linotype machines; now you have ninety. You have progressed wonderfully, wonderfully, more so than any other State in the South. Do you know that the State of North Carolina is assessed more per capita for educational purposes than the State of Massachusetts? That is saying a great deal. I like progress—I am like most Scotch-Irish, I

want "something doing all the time," and I think North Carolina comes the nearest up to that standard of any place I have ever been. I love your State, and I hope some day to be located in North Carolina permanently.

The Junior Linotype machine is over at the hotel d ing work, and myself and operator will be glad to talk to and show anybody the machine who is interested. I don't want to impose upon your goodness any further commercially. I thank you.

On motion the convention adjourned until 2:30 o'clock p. m.

Afternoon Session.

The Association met at 2:30 o'clock, Chairman Atkinson presiding.

Mr. J. F. Hurley, of the Concord Tribune, Historian for the year, read his paper as follows:

HISTORIAN'S PAPER.

"History," it has been said, "is but the essence of innumerable biographies." This true, we must wait until the biographies of the men who have made this Association have been written before we have its history. But we are makers of history, and history must be "kept straight;" therefore, your duly accredited historians from year to year must work to an end, which once attained will reflect glory on a band of plodders who make, record and interpret history.

Bancroft said, "You cannot write history from the newspaper;" yet in Bancroft's day the press was the "first aid" to the historian. "This tendency to apologize for the use of the press as a source of historic information," was deplored by James Foard Rhodes, who would give due credit to the value and reliability of the press. These conflicting opinions are given but a passing thought by the men who have little time to cultivate the "itch of publicity," and no time whatever to autobiography.

But what shall we say of the North Carolina Press Association for the past year? There is much that might be said, much that is significant, much that is not essential, and I assure you it is no easy task to say what shall be written.

Our last meeting was held in historic Mecklenburg. Since then we have made some "footprints on the sands of time." Our year's ex-

perience reflects the onward and upward march of this Association. Our individual experiences have varied ; the whole has been full of interest. There were many "red letter" days on the 1908-9 calendar. More than once the clock struck an important hour. In all, the North Carolina Press Association has had an important part. In all moral and material advancement the press has maintained its leadership. We have divided on non-essentials, but on the vital issues of life we have not divided. Trials we have had, and many ; but with characteristic courage we have pressed forward, and to-day we talk more effectively and to larger congregations.

The "recent financial disturbance" did not kill or cripple the spirit of the men behind the guns in our ranks. "Times that try men's souls," but test the higher qualities of character, calling forth the best that lie within us. Few wrecks are left. This Association shows but few scars. In most respects we are stronger than ever. To us the experience has come but to guide us to a larger and fuller service.

Commissioner of Labor and Printing Shipman in an address delivered recently before the National Commissioners at Rochester gave the following facts regarding newspapers, which will not be out of place here :

"The State's newspapers have increased eleven in number the past year, and the circulation is 954,214 against 891,750 for 1907. The morning dailies have decreased from ten to nine, and the circulation has fallen off 2,974. Twenty-one afternoon dailies report a total circulation of 37,946, an increase of one in number and a decrease of 2,134 in circulation, though two evening dailies do not report circulation. There are one hundred and eighty-five weeklies reporting, an increase of seven in number and 7,129 in circulation, and eleven fail to report circulation. The semi-weeklies have decreased in number from twenty-five to twenty-two ; the monthlies increased from thirty-nine to forty-six and the semi-monthlies report the same number as last year."

There have been changes. Some have come to us ; others have left us. Some papers have suspended ; others with new vision have taken their place. We shall confine this paper to narrow lines of reference, dealing only with such as are of direct interest to our Association.

Eleven new members were added at the Charlotte meeting. These were Messrs. :

Wade H. Harris, of the Charlotte Chronicle.
Rev. Hight C. Moore, of the Biblical Recorder.
Paul H. Elkins, of the Siler City Grit.
Frank M. Pinnix, of the Oxford Ledger.
W. Mott Pinnix, of the Oxford Ledger.
J. A. Sharp, of the Lumberton Robesonian.

J. F. Click, of the Hickory Mercury.

Chas. O. McMichael, of the Madison Herald.

F. M. Williams, of the Newton Enterprise.

W. K. Clement, of the Mocksville Courier.

W. B. Harker, of the Maxton Scottish Chief.

Since that time Mr. McMichael has leased the Herald to Mr. M. L. Misenheimer, and is devoting his time to the law.

Mr. Clement has also left the editor's desk, and his paper is being published by Mr. Roland Harris.

It is a pleasure to note that 19 editors have joined the Association at this meeting.

The suspension of the Wimington Messenger was an event of importance. The Messenger was a good paper and is missed.

During the year the Wilmington Star changed ownership. Major William H. Bernard sold the Star to an organization formed for the purpose of taking it over. Major Bernard was a member of this Association for a number of years, and under his management The Star was easily one of the best papers of North Carolina.

The career of the Industrial News is too well in mind to dwell upon. The News was forced to suspend, but plans are now being perfected for publishing it again. We expect to see it find a better support, and sincerely hope that it will. Editor Hildebrand upon the suspension of the News returned to his own paper, The Asheville Gazette-News, and is doing his usual first-class newspaper work.

The Merchants' Journal has been sold to a syndicate and moved to Lynchburg. Brother Norman H. Johnson remains with The Journal.

The News and Observer continues to grow; so much so that a new and faster press has been bought. Editor Daniels has further distinguished himself by side-stepping a United States Senatorship, and is devoting himself more energetically than ever to featuring North Carolina.

A news item says: "Rev. C E. Wehler, the popular pastor of Grace Reformed Church, Newton, has resigned his charge, and leaves July 1st for Mooresville, where he has purchased the Enterprise."

The Raleigh Times, in receiver's hands a year ago, has been dismissed, and with a clean slate started on a more useful career. The Times shows improvement in many ways, and indicates most prosperous times under the management of Mr. J. V. Sims.

The Progressive Farmer with hands to the plow never looks back. Editor Poe has added Dr. Tait Butler to his editorial family, and the Farmer is more than ever an infallible "guide post" to almost anything that will add to the farmer's peace of mind and bank account.

Brother W. F. Marshall, a former president of this Association, is now president and manager of the Mutual Publishing Co., of Raleigh.

The State Educational Journal has been moved to Raleigh, and is under the direct management of Bro. Marshall.

The Presbyterian Standard refused to be absorbed. It remains in Charlotte under the control of Brother Law, and is financially backed by a well directed organization of business men.

A new paper is The Uplift, published by the trustees of the Stonewall Jackson Manual Training and Industrial School at Concord. Mr. James P. Cook, chairman of the board, and once an editor, is guiding The Uplift, and we may feel sure that it will grow and fill well a field peculiarly its own. It would not be unfair, and altogether true, to say that to the press in a large measure is due the establishment of this worthy institution for the training of boys who have started life under unpromising conditions.

The Statesville Landmark has enlarged to a six-column quarto, and is better than ever.

The Greensboro Telegram has enlarged and improved. Brother Haywood is making of The Telegram a most commendable paper.

The Washington Messenger has suspended and the plant has been sold.

Canton has a paper, The Vindicator, a weekly publication.

A new weekly is the Post at Rockingham. The Post gives every indication of good support.

The Spencer Crescent is again in the field. Mr. Scott Allen is editor and manager.

Rowan has another weekly, The Record being recently established at China Grove, with Mr. J. H. Ragan in charge.

The Index is a weekly for Fayetteville, under the management of Messrs. J. A. Oates and J. A. Parham.

Rocky Mount has The Daily Record, an afternoon issue, and a most creditable one.

The Saturday Evening Post is a new weekly for Durham.

Spring Hope now supports a weekly paper. Mr. Robert E. Ranson is editing The Leader at that promising little city.

Piedmont Industries, "a weekly journal devoted to manufacturing, commerce and industrial interest," is being published at Charlotte, and gives promise of being a helpful force in the material development of the Carolinas.

Another new weekly is the Kronicle at Bakersville, Mitchell county, and its editor, Mr. T. H. Gosorn, becomes a member of this Association.

Mr. Samuel T. Ashe is now connected with the Charlotte Observer. Mr. Ashe was formerly with the Wilmington Messenger.

It is a pleasure to note the recovery of Brother J. P. Caldwell, editor of the Charlotte Observer. Editor Caldwell was kept from his ac-

customed duties for several months, but is now well along towards a complete recovery. The LL.D. has been given the Observer's editor by Erskine College, an honor most worthily bestowed. Brother Caldwell was for the past year the president of the Southern Publishers' Association, and at the meeting held a few weeks ago Mr. John Ross, business manager of the Observer, was made a director of this Association.

Brother Dowd, of the Charlotte News, has the habit so well fixed that we fear he will never be fully restored to his former position of usefulness. As a legislator, he ranks high up. Brother Dowd and Brother John M. Julian were members of the last General Assembly. They were our only representatives in the Temple of Fame's latest exhibit, but they assisted materially in "saving the State."

Brothers T. G. Cobb and R. M. Phillips wintered in Raleigh. The former was enrolling clerk of the House and the latter was the reading clerk.

Upon the retirement of Brother Varner from the office of Commissioner of Labor and Printing, Brother M. L. Shipman took charge. As Commissioner, Brother Shipman is doing his State a valuable service.

Brother J. C. Hardy wants to buy a paper. Having sold The Warrenton Record, he finds his peace of mind entirely gone, and the only hope of recovery lies in daily application of printers' ink.

Two members have married, and others will in due course of time.

Brother W. A. Fair, of the Lincoln County News, has been elected mayor of Lincolnton. We recommend that he be forgiven, as it is his first offense.

We might spend more time in harmless comment on various minor happenings of the year, but it is best not to do so. The editor has come on better days. Prosperity is beginning to smile on the Southern publisher. We are beginning to realize that a little prosperity is not a dangerous thing, and that we are not corrupted by a bit more of worldly goods. I believe that the North Carolina editor could grow rich without losing his foothold on truth. This fact does us credit; for one of the most serious problems before the Southern people to-day is how to grow rich, and at the same time hold fast to those things which have given us such rich traditions and such lofty ideals. If we have prospered in material things, we have had the good judgment and the courage necessary to direct us aright. We have made proper use of our opportunities in the past and must not follow after strange and unknown gods in the future. To the editor a truth-seeking people look for guidance. There are vital lessons from the past which we must read into the language of to-day. A people neglecting to apply the lessons of past history will surely fall, and the

editor must be ever watchful; he must press home these lessons, "lest we forget."

Mr. Thad R. Manning, of the Henderson Gold Leaf, read the following essay on

SHOULD THE SUBSCRIPTION PRICE OF A COUNTRY WEEKLY BE MORE THAN A DOLLAR A YEAR?

"Should the Subscription Price of a Country Weekly Be More Than a Dollar a Year?" That depends. Might as well ask if the subscription price of one daily paper should be more than another. Or should the latest conceit in spring millinery be sold for more than a dollar and a half. And who among you, bold champions of freedom of speech that you are, would dare answer "No" to that proposition? Liberty of the press is a glorious thing, and you will stand up c urageously and proclaim aloud your independence and convictions on that point, but while you may *think* powerfully your boasted *freedom* of *speech* is graveyard silence when the issue involved has to do with the style or the price of feminine headwear.

Levity aside, and begging pardon therefor, while I may not be able to answer the question assigned me either to your satisfaction or my own, asking your kind indulgence and begging that the brethren will "take it out" on President Thomas for injecting this number into his otherwise excellent program, I am going to undertake to point out some features of newspaper making as they impress me with a view to enabling you to make the price of your paper more than a dollar a year—if you do not get it already—and have no compunction about not earning the money.

To the question propounded in the title of my topic, "Should the Subscription Price of a Country Weekly Be More Than a Dollar a Year?" I answer "Yes," if it is worth more. The c st of production, the size and quality of paper used, the amount of labor put upon it, the service rendered, the character and influence of the paper, the commanding position it occupies, are all items to be considered in estimating the value of a newspaper. There can be no hard and fast rules about the price of subscription, because there is a difference in weekly papers just as there is a difference in daily papers—a difference in size and cost to the publisher and a difference in value to the subscriber—a difference in varying circumstances and conditions, which have to be taken into calculation in the general summing up.

I lay down two propositions, neither of which, I believe, is controvertible. The first is that no matter what the subscription price is, if

closely and intelligently read, the paper is worth what it costs the individual subscriber. The other is that getting the subscription is of greater importance than the amount charged. If you charge a dollar a year for your paper and collect the dollar, you are better off than if you charged one dollar and a half or two dollars and did not get any part of it. So, after all, it is a matter for the individual to determine for himself, just as the charged fixed for his advertising space is. But whatever your subscription price or your advertising rate, *stick to it*.

Have but one price for all—a fair, legitimate compensation for the service rendered—and treat all alike. Avoid the appearance of favoritism. Do not charge one person one price and another person another price for the same thing. It is not honest, nor is it business-like—and honesty pays in the newspaper business as it does in any other. If your environment is more favorable, your position and ability are such that you can publish a better paper and command a higher price for it than some other weekly, there is no reason why you should be bound by any rules or practices of another. If your paper is worth more than one dollar a year, demand it. And, I believe, if you put out a product of real and commanding merit, you will get about as many subscribers at one dollar and a half as you would at one dollar a year. Where the cash in advance plan is adopted, and strictly and rigidly adhered to and effort made to build up and maintain the subscription list to the highest point by means of personal soliciting, perhaps better results may be obtained with a one dollar subscription price than a higher rate.

But, again, let me say—and I would lay special emphasis upon the saying—more depends upon the subscription that is collected than the price that is charged. The dollar in hand will liquidate more debt than the dollar and a half or the two dollars printed at the top of the editorial column and nestling in the pocket of some dear delinquent, or belonging to a name that has never been entered on the subscription list.

Whatever the subscription price of the average newspaper is—be it country weekly or city daily—it is more than apt to be worth it. Newspaper publishers are not given to overcharges, and I declare to you that I know of none who are overpaid. A paper is usually worth the price if it is put to proper use.

A gentleman told me on one occasion, in speaking of a certain weekly paper, that he did not recall ever receiving a copy of it that he did not find some article worthy of being preserved in a scrap-book. And he had been a regular subscriber for a number of years. But he was an intelligent and observant reader—not one of the kind that picks up a paper, scans the pages indifferently, glances hurriedly at the

headlines, and then throws it aside with the remark that there is "nothing in it."

I do not know within the range of my acquaintance with newspapers a single one that, in my opinion, is not worth the subscription price charged. And when I say this, I mean in good United States money (the best in the world), and not coon-skins and cordwood. Certainly there are no papers in North Carolina, daily or weekly, that are not worth what they cost—and more.

The influence for good that newspapers exert in a community cannot be estimated. While perfection is not claimed for the press, because perfection has not been attained by the children of men—their readers—the press ever stands for the right, demanding honesty in politics, a square deal in public affairs, purity in home life, morality, cleanness, and a well ordered government in the nation, State and municipality. Whether a newspaper is good or bad, is because of the demand for such a paper, or it would not be supported. The people alone are to blame just as they are apt to be for the existence of a weak, hook worm infested, condensed milk-fed looking paper suffering from that semi-fatal disease, a lack of proper support and business nourishment. As has been very aptly said by another, "While it is true the tastes of the reader are generally reflected in the columns of his paper, each has a reflex action upon the other. The reading public can give tone to the press, and likewise an able press will direct the moral and mental tone of the reading public."

As editors, you occupy a peculiar position—a position of power and advantage—I might say of trust. Do not wrongfully use or abuse it. Be honest with yourself and your fellowman. Be true and truthful in all things. In differing with another have regard for his feelings and opinions as you have for your own. There may be honest differences, and a man is not necessarily corrupt or a fool because he does not see things as you do. Be manly, just and considerate. Aim high, hit straight, never below the belt.

Be optimistic. Nothing is ever quite so bad as it might be. Preach a gospel of hope and good cheer. Hold up to view the bright side of the picture rather than the dark and seamy side. Print less about murders and suicides, and more about moral and material development. We do not realize the power of suggestion. As like begets like, crime undoubtedly follows the details of crime in many instances. There is enough of suffering and sorrow in this world without mirroring it as a feature of the newspapes. While not ignoring the evil, have thy dealings more with ennobling and helpful things. Lead upward as well as onward. Look on the bright side of life and point the way to better conditions. Live in the blessed sunshine above the fog. Let in the light, shut out the darkness. The world is growing

better. Herald the glad tidings. Help your readers to see and believe the truth as you see it. Your reward will come in the consciousness of duty performed, if not in the abundant store of earthly posessions.

But *what* you print is not the only thing to which you should give attention. It is worth while to have regard for the *appearance* of your paper as well as the subject matter it contains. "First impressions are most lasting," is a truism that applies as pertinently to papers as to persons. It is a mistake to imagine that the reading public is not discriminating and appreciative in matters of this kind. Indeed, I believe, the appearance of a paper has much to do with the respect it commands. A slovenly sheet, poorly printed and indifferently made-up, trying on the eyes to read and nothing inviting as to detail and arrangement, is not so apt to create a favorable impression as one that receives the proper mechanical treatment. Lack of skill may be pardonable, but not apparent lack of interest and pride in one's business.

The "get-up" of a paper may be a secondary consideration, but I am seriously inclined to the opinion that it is of quite as much importance and just as essential to success as the character and quality of the matter published. I insist, therefore, that no pains be spared to make your paper at all times present a pleasing "countenance." See that the impression is right, the press blanket or tympan sheet is not an inlaid map of overlay patch-work, the rollers clean and in good order, the ink fountain free from dirt and flies. In short, that it appears "dressed up" and respectable looking. Provide yourself with a few fonts of modern face type, some brass rule, borders and other requisites for display advertisements. And I would suggest that in buying display type it is better to buy in series, regular, extended and condensed, and an abundance for all necessary purposes, rather than many different kinds, giving your paper too much the appearance of a type founders' catalogue or specimen sheet. (You know the proneness of the average country printer to use all the display type in the office in one ad., if possible. And the bigger the type, the better he likes it, without regard to crowding or the lack of white space). Do not expect good work when you have nothing to do it with. A newspaper that is nicely printed, the matter properly classified and the advertisements gotten up in a style to denote that printers and not blacksmiths are employed, will bring returns to the business office, and amply pay all the cost and trouble involved.

Yours, my brethren, is a noble calling, and the press of the country—the press of North Carolina in particular—is doing a great work, productive of lasting good, in the spread of knowledge, defense of truth and justice, building up the waste places, furthering industrial devel-

opment, promoting good citizenship, the spirit of patriotism, morality and civic righteousness. But do we really regard our profession in the nature of a cold business proposition as we should? Do we not permit ourselves to be imposed upon and used too "freely" for the benefit of individuals and communities in which we live and move, and have our stand-offs with the advertiser who wants us to "trade it out?" I fear many of us would have to confess guilt at the bar of our own conscience.

It is all well enough to do for others, but do not let them "do" you because you are good natured and generous—and must have "something to fill up with," anyhow. Remember there are some other things to "fill up" besides your columns. Take care of your own interest while you are promoting the interest of others. You know something is said about the man who does not provide for his own household being worse than an infidel.

I would not, however, have you think that I mean you should be selfish and sordid. Not that. The country editor should pursue a broad and liberal policy. He should be public-spirited, having the welfare of the community at heart, unrestricted in his views, tolerant of the opinions of others, fair in his treatment of public questions. But he must at the same time be true to himself—independent and self-respecting, bold and unafraid, sure of his position and demanding his rights—asking nothing more and satisfied with nothing less. Honor your profession, and in so honoring it make others respect it also. The country weekly does not ask charity, but is conducted on a purely business basis—however slow some people seem to be to recognize and appreciate this fact.

I do not know that I can better illustrate the point in mind than by holding up before you two pictures—one of a country editor who was all things to all men, with editorial sails set to every breeze, trying to please everybody—afraid to offend and pleasing none—struggling against adversity and acquainted with grief—his paper dying at last "unwept, unhonored and unsung," because he had not been paid, his labor of love unrequited; the other, what the press is and should be. I quote from some lines written by Mr. J. Dumars, and read before the Ohio Editorial Association at its sixth annual meeting in Dayton on January 10th, 1856, and recently reprinted in the National Printer-Journalist. The poem was copied into some of our State papers, and there are doubtless some among you who have read it. The description is of an editor who started a paper in a country village (nothing said about whether the subscription price was one dollar a year or more), and the momentous event is thus dramatically portrayed. First the editor's desire to please and his proneness to praise is told in this wise:

"In short, it praised so well, that people grew
To think that praise was merited and due;
It was his fault, and grew from an excess
Of aim to please and profit—nothing less;
And had he been to self but half a friend
He was to others, he had met an end
That you mightly safely aim at and commend."

The paper was a factor for good—an uplift to the community—as many another paper has been, for we are assured that—

"His influence was felt—the town's fair fame,
With all who read his paper, found a name;
The city pleasurists resorted there,
Enjoyed its quiet and its healthy air;
The artist came, and sketched such charming scenes,
That they were sought to grace the magazines;
And thither, too, came men of enterprise—
Blocks rose on blocks, and mills and factories,
Hotels palatial, and stores that vied
With those on Broadway, or along Cheapside,
In brief, the town, that ere the printer came,
Had scarce 'a local habitation or a name,'
As though 'twere touched by magic, grew to be
An inland city."

And his reward—some cheap cigars, and tickets to the show or some charity entertainment to which he had contributed dollars worth of advertising and been rewarded with a chance at the grab-bag, "soft" words—

"In short, an hundred things by men devised,
To get their baubles cheaply advertised,"

the while lacking the "one thing needful" in his business—which languished and died, although it deserved a better fate, for we are told

"He labored hard—few men had labored harder—
Grew lean in person, leaner in his larder;
And still he toiled, from dawn to twilight gray,
The first of men to court—the last to pay!
Some said that he was rich—it might be true,
Provided that you reckoned what was due;
But this his dearest friends both said and knew—
His wants were many, but his dimes were few.
His paper bills came in, which must be paid,
So, to delinquents he appealed for aid;
He would take pork, potatoes, corn or oats,
Axe-helves or hoop poles, or, at worst, their notes,
In short, take anything they had to pay,
Provided it was brought by such a day.

"And thus he turned short corners, always pressed,
A sad example of Pope's sagest saw,
'Man never is, but always to be blessed,'

The victim of a fate that knows no law.
Beset by butcher, by his baker teased,
By creditors besieged, by bailiffs squeezed,
He yielded slowly, in the desperate strife,
His dingy office and his troubled life,
And gave to quiet earth and modest stones
His many virtues and his aching bones.
Some generous friends have built a centotaph
Of spotless marble o'er the sleeper's breast,
On which the passer reads this epitaph:
'Here lies a man who died of too much trust!'"

Alas! poor fellow! His was but the common lot of many who go into the newspaper business with a wrong conceptions of its true functions—who forget self while getting for others. Need we pursue the sad story further after what's been said, or with sympathetic heart the salty tear be shed at the hapless fate and untimely end of one who to self was so poor a frieud? Perhaps the curtain might be drawn here, but to point a moral, if not adorn a tale, I quote again:

"'Tis a plain story, rather roughly told,
Of one who trusted others and was 'sold;'
By hope allured, in turn by fear assailed.
He gave credit, all he had, and failed.
The moral you can draw. The Country Press
Should seek for independence—nothing less.
Ready to aid the good, sustain the wise,
Direct and counsel proper enterprise,
Revealing to the public gaze the way
Where toil may profit, and where skill will pay,
Where revenues are reaped and fortunes grown,
But should be careful to preserve its own."

That, my friends, was the fate of the country editor who did not put a proper value upon his wares—his paper, his time and labor. He gave to others while neglecting to claim his own and collect his dues. The question of subscription price had nothing to do with it. We are not informed whether it was more than a dollar a year or not. The moral is plain. Take warning lest your end be like his. But there is comfort and encouragement mingled with the sadness—a gleam of hope amid the gloom—and you may if you will make yourself conform to this picture:

"The Conntry Press! though limited its sphere
Of influence, demands attention here,
Where it is free, the people will be free;
Where it is pure, the people will be pure,
Where shines the light, there liberty shall be;
Where it stands firm, there freedom shall endure.
In the great march of mind it leads the van,
The guard of public right, the friend of man.
Though humble toilers, they are not the least
Who sow the seed and garner for the feast;

By little means the noblest ends are gained,
By small advances victories attained.

"O, humble toilers! ye who guide the press,
Though slow the progress, sure will be success.
Patient in labor, strong in hope; in faith
Outreaching time, and circumstances, and death,
Be yours the aim, by Heaven at first designed,
To raise to higher range of thought the mind,
Building amid the floods of selfish life,
The storms of passion and the waves of strife,
A fairer island in each human soul,
Where Love shall dwell, and Virtue have control,
An Eden blessed, and fairer than the old,
By poets sung, by prophet lips foretold,
The home of Innocence, Religion's shrine,
Where God may reign, and Man become divine."

H. B. Varner:

This subject of increasing the price of weeklies is a very important one. I don't happen to know who started that great reform downward, and I think we had better appoint a committe to find out who did that and lynch him.

President Atkinson:

Brother Varner wishes a committee appointed on lynching. I remember a story of an Irishman and a noted judge riding along together. They passed a place where a man had just been lynched. The judge called the Irishman's attention to it and said, "Pat, what if we all had our dues and justice meted out to us, where would you be to-day?"

"If it plases yer Honor, I think I would be riding to town alone." I think we had better not appoint a committee on lynching—we all don't get our dues every time.

J. J. Farriss:

Mr. President, I just want to extend an invitation to the North Carolina Press Association to meet at High Point next year. I come with this invitation from the Manufacturers' Club there, the mayor and the hotel men, and while we don't usually decide on these things at the meeting of the Press Association, I would like to bring up the question. We have three excellent hotels, and we could take a trip down to Jackson Springs or Morehead City; I think we have got enough automobiles there to give you a ride, and without making any rash promises the organizations there and the hotel men would be glad to see you there.

Archibald Johnson :

I want to say a word. While we all appreciate Brother Farriss's invitation and High Point is a mighty good town, it would not suit me. I would have to walk if you go to High Point, and when I go to the Press Association I want to ride, and I want to go somewhere. We had an old darkey cook and a merry-go-round came to town and I asked her why she didn't go up and take a ride and she said she didn't like to ride and get nowhere, and I am like her. I like High Point, but the reason I make these suggestions is that I want to go off somewhere. I want to make the suggestion that this body meet next year down at Wrightsville.

Josephus Daniels :

I don't like to see jealously between High Point and Thomasville, just because High Point makes more chairs than Thomasville. Brother Johnson simply made the suggestion about Wrightsville because High Point has more autom biles than Thomasville. I would like to go to High Point so that we could take an excursion over to Thomasville; if we couldn't do any better, we might meet at High Point and Thomasville together. I am in favor of High Point.

W. I. Underwood :

I am commissioned by Brother Varner to extend an invitation to the Association to meet in Denton next year. Brother Varner says—I have never been there—that it is the coming town of the State. He has plenty of lots to give a away and sell, and he says that if we will go there he will take us on an excursion to Healing Springs. We are fixing to build a fifty room hotel at Denton and any man that will use his influence in bringing the meeting of the Press Association to Denton, I will see that he gets a $25 ad.

Mr. R. R. Clark moved that the matter be referred to the Executive Committee, and the motion prevailed.

On motion the convention adjourned until 8:30 o'clock p. m.

Night Session.

The Association met at 8:30 o'clock, and was called to order by Chairman Atkinson.

Mr. John M. Julian, Orator for the year, spoke as follows, his subject being

JOURNALISM'S IDEALS AND THE PUBLIC.

The ideal, lexicographers tell us, is an unreal something, reaching an imaginary model or standard of perfection. But there are philosophies and philosophies, and the saving grace of the least as of the best of them is that it is susceptible to a sane adaptation.

There is nothing unreal in the attainable, however difficult achievement of the goal may appear.

Man develops as he aspires, and his development is the fruition of earnestly applied purpose. This one, controlled by ignoble design, surely has no reason to expect immunity from that edict, akin to the Mosaic law, that the sower must look to his seed for the harvest; the fruitage of that other's consecration to a lofty purpose is written in different letters. It may not spell a place upon Fame's scroll or a station among Earth's exalted; it may even deny the material compensation accorded the hewer of wood and drawer of water, but this it does yield—the realization of a something, a real something contributed towards the strengthening of civilization.

"Journalism's Ideals and the Public," is the topic I have taken for what shall be said to-night in the discharge of my appointed duty, and it naturally involves the propositions submitted as it does the question, "Is Ideal Journalism a Dream?" and the answer, "No." And then that other question, "Is it Approachable?" Assuredly yes. And who shall make the standard and who judge the results? All, who with clean hands set out with morning's strength to take, in their sphere, a part in human activities, and who when night has come can hold up these hands and say in truth, "They are clean."

Mere disagreement among men as to point of view or conclusions does not denote a betrayal of faith or a falling away from the ideal on the part of one or the other. Unanimity of sentiment in the broader spheres is, generally speaking, indicative of decay. But whatever one's attitude towards a given question the highest type of journalism demands honesty with one's self.

There is in this country a newspaper regarded by some a great pub-

lication—great, because of its opulence it is able to hire and buy brains. Absolutely conscienceless, it prates unceasingly of public morals and human rights. Its henchmen are ever ready to do its bidding and with equal facility and plausibility espouse or oppose any cause.

There is a magazine—one among others of its kind—that, in the guise of a public benefactor, fairly reeks with scurrility, which it were more than charity to call iconoclasm. It, too, buys and prostitutes talent.

In neither case is there present the prime essential to clean, healthful, helpful journalism—the dominance of plain honesty. The word Conviction is a stranger or, if known, an unnoticed guest in the household of both. If justice is espoused it is because such espousal pays; if wrong-doing is condemned, be sure the till is in sight.

Turn from these illustrations of the venal press to another type of journalism.

This other type does not, nor indeed need it, proclaim itself possessed of a conscience. That much is apparent upon its every page. It assumes and exercises certain rights, but does not lose sight of the fact that there are limitations, conceived of justice, against the transgression of which it keeps a jealous eye. It is mindful, always of the rights of others, sacred in the eye of the moral law, and thus there is ever present a dual obligation—the first having to do with honesty with itself, the other relating to the indispensation of justice to others.

I have intimated that the bed-rock upon which the ideal journalism stands as unshakable as Gibraltar is the possession of a conscience, by which I intend, among other things, to protest at the idealization of impersonal journalism. It is to me inconceivable that journalism of the highest character could become the product of a cold-blooded system, a mechanical accomplishment devoid in its conception and aims of the impress of an unpurchased and unpurchasable intellect and heart. Even those who most vigorously champion the idea and proclaim the decadence of individuality's part in journalism are forced to confess that whenever the two are brought in contrast the personal commands a prestige the impersonal journalism may never hope to possess.

Greeley and Dana and Bennett and other luminaries of the editorial profession may have been more widely heralded in their age, their names may be now more familiar than those of many to-day who adorn the profession, but I cannot agree that any of their respective publications or personalities commanded more respect or wielded greater influence than that which distinguishes a host of the craft now in service.

This influence, as a matter of course, is relative. There enters into its extent the field, the capacity and loftiness of purpose, but there is

no right-minded, living editor who does not through and of himself make of himself a force of some degree or other in community, State or nation. He typifies that in which he believes, and his very personality becomes the embodiment of these convictions.

No process of logic or juggling of reason can disassociate them.

The ideal journalism is, too, the product of the constructionist. As our civilization becomes more complex and individual interests grow more diversified there is a call that will not down for the builder.

As the glories wrought by man's majestic strength pass before the mind's eye in panoramic view, we stand with quickening pulse, and yet in reverential awe, that it was permitted mortal man to scale such heights; we marvel that he has gone forth, the single-handed gladiator, defied nature itself and come off victor; we are stirred at his valor, thrilled over his sacrifices, and become worshippers at the shrine of his service to God and humanity.

But gratitude must not pass for blind idolatry, and as society's multitudinous ramifications present themselves there must be an adaption of devotion to the Past to the present hour's demands. Here, then, the call for the builder, the constructionist. Need he put aside a cherished fancy of the ages, a sentiment without power to harm? No, no. But let him build with the essentials, and these contributory factors will adorn the temple.

The essentials?

(1) Freedom, as far as it is given man to be free, from bias, embracing justice to an enemy as to a friend, both in news and editorial columns.

(2) Publication of all the news that is entitled to be classed as legitimate news and fit to print, whether it satisfies or displeases.

(3) A cheerful optimism.

Epitomized, these propositions simply spell a builder who builds upwards. The non-essentials are put aside. There is need for only that material which makes for progression, and it matters nothing whether the publication be of humble character and humbler financial standing, or an established daily capable of running a Juggernaut in the character of emblazoned extras over the prostrate forms of marked victims—if the purpose of such a paper is to inflict hurt either from a desire to wreak vengeance or establish clientele, it is playing fast and furiously against its better self.

It is doing more, and that which is of more import—it is giving strength of purpose to restrained passion and leashed prejudice; it is succoring a spirit bent upon the destruction of the established order of things, good and bad alike; it is speeding the day of the abdication of calm and thoughtful adjudication of men's differences.

The bravest of men welcomes precedent in his slightest hazard;

the basest seeks for and rejoices at it when it bears the mark of respectability.

Has the latter an unworthy design?

Then surely he may without reproach or even suggestion of impropriety become a humble follower of that which passes for a respectable press.

The standard has been made and grasped at, and its primary significance spells social discontent at the best; and social discontent when the child of blind and unreasoning passion or demagogy spells anarchy. It may not be the revolutions of past ages written again in letters of blood, but it will mean human sacrifices infinitely more tragic. It may accomplish in an age of unrest the overthrow of the very pillars of our social fabric.

But the ideal journalism has its real builder—its optimist. He closes neither eyes nor ears to the things that need be seen and heard. He condones no wrong. He pleads and makes for the triumph of right, yet he sheds no copious tears for the imaginary infliction of injustices upon unborn generations; he gives—does this optimist—marrow of the bone and blood of the heart, if need be, and gives with a song upon his lips, to the call of Service.

The response may involve sacrifice, of which drudgery is the least factor—but the call! the call! It is the shibboleth of Service and Duty and the generals and the captains and the rank and file, uncaring for the cost, keep the vigil with sleepless eyes and stout hearts. Never to them a cloud, but that portends sunshine—no night without a star.

Unmoved by the shoutings, they mark their own good way, according justice to every man as it is given them to see justice. In triumph and in shadow their souls are serene, knowing that—

> "He who ascends to mountain-tops shall find
> The loftiest peaks most wrapt in clouds and snow;
> He who surpasses or subdues mankind,
> Must look down on the hate of those below."

And what of the power that makes for the life of this ideal journalism—the public?

Need more be said than that normal man is instinctively fair-minded? The storms and stresses may for the hour sweep him from his bearings, but inevitably comes that other hour when he requires the judgment of the monitor Honesty.

Journalism, the journalism that appeals to this normal man, expects of him nothing more than justice as it is exemplified by allegiance to its standard. It craves no unearned portion, it neither seeks nor demands a lien upon person or property—it asks, I repeat, for justice.

Out of the differences and bitternesses that have estranged us of

the nation, the South and the commonwealth, there is emerging another day. Its effulgence is on the horizon. It is the dawn of that hour when the ambassador of distrust among men shall have received his order of dismissal; it is the sunrise of public confidence sprung from certainty of the supremacy of humanity's best endeavor. And when day is full-broken Ideal Journalism will, with no flattering unction taken to its own soul, be found still pointing to the heights.

Chairman Atkinson introduced to the meeting Rev. Plato Durham, of Concord, formerly of the Charlotte Observer staff, who spoke as follows:

Gentlemen of the North Carolina Press Association:

I speak to you with much reluctance. An unprepared and rambling message cannot be of much interest to men who are accustomed to express themselves in the accurate and ordered language of the pen; and inasmuch as you have the power to advertise so widely any folly of which extemporaneous speech may make me guilty, my temerity in addressing you without preparation is somewhat astounding even to myself.

If I had been invited to address you some years ago, I would have consented with eagerness and in the innocence and omniscience of youth spoken to you in high sounding phrases of the work and responsibility of an editor. But the recent years have taught me much; I have tried recently to be an editor and I am a sadder and a wiser man. I shall not soon forget my experiences on the night when the Managing Editor of the Charlotte Observer 'phoned to me that the Editor was out of town and his assistant sick and would I please write the editorials for to-morrow's paper. "Why certainly," I answered, without a moment's hesitation. "Can you write an editorial?" "Can I write an editorial?" I answered, "well, just watch me." I walked to the Observer office as one goes to battle, rolling up my sleeves as I went and feeling a sense of pity for falsehood, injustice, greed, and all the enemies of mankind that were to receive into their helpless breasts the giant shafts of death which were being forged in the fires of my indignant soul. I took an armful of clean white paper to my office, sat down in an easy chair and sharpened a pencil till it resembled a needle. Then with set teeth and flaming eyes I began to write. Some half way through the first sentence my pen poised itself stubbornly in the air nor would it be cajoled or threatened into work. I carefully sharpened it again, bit the wrong end of it awhile, stared at the wall and found the world to be a blank. I went down and drank a coca-cola and returned to find that pencil with its mind still

bent on rest. A boy rushed into my office and yelled "copy!" I knew then that I was losing my mind. The pencil began to move across the page with the movement of a man a hundred years old, rheumatic and one-legged. Then bells began to ring, boys to run about like mad, hoarse voices to yell, and the world to come to an end generally. After tearing out most of my hair I finally gave birth to that editorial in pain and tears. Then I proceeded to dash off a few paragraphs that would set the world by the ears; but they wouldn't dash off. They resembled a snail coming through the eye of a needle. I rushed down to ask Vincent to wait a few minutes for a production that I was sure would startle mankind. "To Halifax with your editorial," he answered, "this paper must go to press." A man touched a lever, there was the low deep whir of wheels and the great paper had gone to press. I walked out to find to my surprise that the world was still there, sleeping undisturbed. I looked up to the quiet stars and said: "If you want the world reformed, do it yourself; I'm going to bed." I finally went back to the pulpit where I used to be so happy and so poor.

If I may be allowed by your indulgence to say a serious word to you, gentlemen, I will speak of some of the things that North Carolina needs in an editor. The first of these, as seen from my point of view, is KNOWLEDGE. There is no disposition here to reflect upon you who are doing such hard and heroic service for your State; but surely, without allowing the personal element to enter in, we may consider our need of the editor who knows. You are one of the Commonwealth's greatest educational forces; you are certainly one of its most powerful forces in leadership. In your hands is largely the making of the destiny of our people. Surely such a power should be in the hands of men who know. Every man who seeks to lead a people should come to the consideration of their problems with the wisdom inherited from all the generations plus his own wisdom and experience. He should know what mankind has thought and wrought and dreamed, the success and failure of historic processes, that he may profit by the long and tragic endeavors of the race. The human race has been working for several thousand years at the task of bringing to pass a right and just order, social, industrial, governmental and religious. Few problems are new; most of the questions that confront us have been work at for centuries and have been pronounced upon by the great men of history, have been tried in the experience of the race. You should know the facts of this historic development when you attempt to lead a people into right paths. For example: North Carolina is passing through a transition that has occurred many years ago even in the older parts of this nation; New England has worked many years at the problems industrial that now confront

us. Their failures and successes are our rightful heritage for instruction. Wherein was their development wise? wherein was it unwise? wherein did they succeed? wherein did they fail? We can begin with the wisdom which they gained only through experience. But we must KNOW. And this knowledge can come only through hard and persistent work. A great journalism must be the product of masterful knowledge.

We also need as editors men who are FAIR. Much of our political bitterness comes, not from political contest, but from unfair political contest. A great fighter for the right is a great asset of any people; an unfair fighter is a hindrance to any cause, however righteous. To win by unfairness is to lose. Strike, gentlemen, with your might. With all the strength you possess deliver the blow But strike always above the belt. Understand that the innuendo is a dagger stolen from the armory of hell and comes easily to the hand only of him who strikes his foe in the back, certainly not to the hand of an honest editor.

We need editors also who are INDEPENDENT. I do not refer especially here to editors of papers that are known as politically independent; I speak of the man of genuine independence of spirit, the man who dares to stand for what seems to him to be right, the man who has but one master—the truth. In a Democracy the tendency is to wait for and obey the voice of popular opinion. Most of our leaders are really followers, and some of them servile followers, of the majority. But the right must capture the majority by the efforts of somebody. Our reliance at last must be in the man who tries to find the truth and dares to stand. This is especially hard for an editor. He is dependent in a peculiar way upon the good will of the public. His living seems to be involved. But it has been demonstrated in this State by several men that a man of independent spirit, if he be fair, can publish a successful paper. The people have no quarrel with the man who differs with them if he has honest conviction and sweet spirit. Wait only for the voice of the truth. That voice may command you to walk at times in hard and bitter paths, but you may be consoled by the reflection that he is in the best company who walks with a good conscience and that where the pioneer sleeps alone under the stars a nation must build its bulwarks at last.

I will close these rambling words by a request somewhat out of the line of the things I have said. The editors have the best opportunity to find and give encouragement to men and women who have the fine gift of self-expression. There are many of them among us and in most of them the dream or the song will die untold. Isaac Erwin Avery was discovered by an editor, and by the same great man was found John Charles McNeill. Your mother State stands weeping above

their graves, for they were her golden tongue. There are yet among us undiscovered those who could tell forth her heart. Find them and give them room and bid them speak

I have every appreciation, gentlemen, of your asking me to say these rambling things to you; I honor you for what you have done for our Commonwealth; I am proud to know the brave men among you. And it is my opinion that when North Carolina shall mark the graves of her mightiest sons, she will come to the grave of some editors we know and say: "Because you rose above passion and were faithful to the truth and were not afraid, I admit you into the company of my greatest sons."

The Chairman then called on Mr. James P. Cook, of the Concord Uplift, organ of the Stonewall Jackson Manual Training and Industrial School, of Concord, who spoke as follows on the work of this institution:

Mr. President, Ladies and Gentlemen:

In 1892 at a meeting of the North Carolina Press Association, I was honored on the program by being given the the subject of telling the good qualities of the bachelor; I did it and inside of three or four months I fell in love and married and I quit the Press Association. Last Monday I 'phoned the Secretary and asked him if I was ever going to return after having fallen from grace; he invited me to come up here and tell a story.

Nineteen years ago this month in my own county a fourteen year old boy, the son of a man a few degrees removed from idiocy, was bound out to a very harsh man. He found one morning that $1.30 had been stolen from him; a warrant was issued and that boy was tried. Think of it! the great State of North Carolina requiring the officers to send a fourteen year old boy to the chain gang to associate with the hardened men of crime. A little paper raised its voice in condemnation of such. Mark you that was nineteen years ago. In 1909 some of the best men in North Carolina went to Raleigh and appealed to the Legislature that they build a reformatory for boys. They refused to build a reformatory, but by other means we raised enough for the building, and named it the Stonewall Jackson Training School. The Legislature gave us the immense sum of $10,000; $10,000 to buy the site; $10,000 to clothe the boys, to feed them, to hire teachers; to hire helpers—the enormous sum of $10,000. I was offered sites and sites in different places, but through the influence of Editor Hurley and Mr. Sherrill and other good people in the town of Concord we were offered a site there. The people of that town were resolved that

the time had come that Concord should do something to deserve its prominent position on the map. We raised the money and bought the land. By the donations of generous friends, by all hands working for almost nothing, the Board of Trustees paying their own way to the meetings, hotel bill and railroad fare, we erected that building and when I went before the General Assembly of 1909 to give an account of the Stonewall Jackson Training School, I had to report that we were only $7,000 in debt. We selected, to put at the head of that institution, a man with a great big heart, a graduate of the University of North Carolina and a fine teacher. We opened that institution June 12th, this year, and now have forty boys.

I know some of you are wondering how we keep those boys there. Very near all of them have tried to run away. If I were to find a boy there that would not try to run away, I would want him sent to the insane asylum. We have the cottage system. It might be interesting to you to know that every night at half past nine those young fellows go to the first floor, hang up their clothes and get under a shower bath; they go up a flight of two pair of stairs to the dormitory and there retire. Each boy has his own bed. There are large windows and transoms; it is thirty-five feet to the ground, and if those boys there in their beautiful white nightgowns want to jump out of the window and leave before breakfast, we don't care—they are usually there the next morning.

The county superintendents in their annual meeting last August endorsed this institution and the State officers of the city of Raleigh have decided to erect a cottage to be known as an educational cottage. A boy 12 years old dismissed from school simply because he could not be controlled, a boy who is loping over the streets, drinking Coca Cola, associating with bad companions—we felt that that boy was entitled to an education; that boy gets into bad habits, he steals, he violates the law, he is arrested, but is turned loose on account of his youth; that thing is done again and again and you might as well give that boy a kick into hell.

There are two or three boys in every town in North Carolina that we have got an idea that if nothing is done that boy is going to the bad. I have in my possession one hundred applications from one hundred of the best people in North Carolina to take their boy because they can't control him. They are asking us to take him for a price, to take him and control him, but we can't take him; our first duty is to the State, and when this educational cottage is erected we will have more room.

We have decided to issue a little paper in our cause. All that the paper costs is the blank paper. The work is done by the boys and the editorial work will all be done as a labor of love by prominent

writers and educators from all sections of the State without any cost whatever to the school and the whole amount of money received from subscriptions will be applied directly to the fund for the educational cottage. We want to raise 10,000 subscriptions. That little journal tells stories about our institution, it deals with things that teach the boys and it will have contributions from every great man in North Carolina.

Sixty per cent. of the boys we have there to-day, boys from the towns and cities of North Carolina, didn't know even the Lord's prayer when they came there. It would soiten the heart of the skeptic, the heart of a bad man, the heart of a wicked woman, were they to happen in at the Stonewall Jackson Training School about half past nine some night to see forty boys kneeling down at their little white enameled beds and in concert following their teacher saying that most beautiful and grandest prayer that we know. The State of North Carolina cannot spend too much money on an institution of this kind.

On motion the convention adjourned until 9:30 A. M. Thursday.

Wednesday afternoon at 5 o'clock the members of the editorial party were given a delightful car ride to Laurel Park by invitation of Mr. W. A. Smith, manager of the car line. The two mile ride and the stay at the beautiful Park were much enjoyed.

Second Day.

THURSDAY, JUNE 24TH.

The convention assembled for the second day's session at 3 o'clock in the afternoon, the morning hours having been spent in a thoroughly enjoyable drive to the Lakes and to Mt. Hebron through the courtesy of the people of Hendersonville.

Chairman Atkinson called the convention to order, and stated that the first thing on the programme, as arranged by President Thomas, was the reading of an essay by himself on

WHY EVERY EDITOR IN THE STATE SHOULD BELONG TO THE PRESS ASSOCIATION.

It is either a stroke of bitter irony, or a vein of rich humor—I incline to think the latter—that assigned to me this subject. I am a minister, and many devout laymen have it in their minds that ministers generally preach to the folks who are not there. So our Press Program Committee wanted some one to preach to the folks who did not come and chose me. For myself I resent the implied accusation. I never preach to the people who are not present. I never ask myself the question why so few people come to preaching.

So the Press Program Committee, as devout as their desires were, have missed the mark one time. The preacher will not preach to the fellows who are not there.

Since assigned this theme I have been investigating a mite. Why don't the Editors who are not here come here? I approached one who never comes and put the queston to him: Why should every editor in the State attend the Press Association? His reply was that he did not think there was any good reason why every editor should attend the Association. I quite agreed with *him* then and there. There is no good reason, I said to myself, why *every* editor should attend the Association.

Mark Twain declares that any library on earth is a good one provided Oliver Goldsmith's works, especially the Vicar of Wakefield, are left out of it. All Press Associations are good provided some editors do not come. I mean this as a tribute to them. I suppose Mark Twain's idea of the Vicar of Wakefield was that it was good enough without a library—some editors, I presume, are good and grand and gracious enough without an Association. True to my belief and practice, then, I shall feel more at home to-day if you let me ask, not why more do not come to the Press Association, but why do so many come? I put this question to myself for answer:—

Why Do I Come to the Press Association?

And this is the more pertinent question, because we meet here, not to weigh the worth of our work, but to measure the might of our members. If an editor wants to know what another editor can do, he has only to read that other editor's paper from day to day, or week to week.

We come to the Association not to worry with work or weigh it, but to meet and mingle with men; to learn each other and be learned by each other in return. If you do not wish the fellows to know you, understand who and what you are, do not come to the Association. We vain mortals get the notion that we can measure a man by what he does, and that this alone exalts him. It is not so. Robert Brown-

ing was right when he said: "'Tis not what a man does that exalts him, but what he would do." We, Fellow Members of the North Carolina Press Association, come here in our annual meeting not to learn what each one *has* done, but what each one *would* do. Youth is more promising and more interesting than maturity. Youth is full of promise unfulfilled; maturity is a stubborn fact fulfilled, realized. Maturity tells what has been done. Youth is a promise of what may be.

For my part I weary of the dry, cold, sheet which you men, my brothers, weave out and work out through the long days and the long weeks of the long year. These show me what you are doing. I come to the Press Association to see you and know what you *would* do. This measures and marks the man, not what he does, but what he would do. I know your aspirations, your ideals, your struggles and triumphs in meeting and overcoming obstacles and difficulties. I see your paper and it speaks to me. But it has a borrowed life and light. It lives and speaks and breathes. I come to the Press Association to meet the men, God bless them, who breathe into these dead things the breath of life and make them live and speak to me. I hear your voices and read with profit the potent product of your pen; I come here to see the men whose voices I have heard and shake the hand that has guided the pen. To me the Press Association is a fountain, and I come here to drink. These men I see here are fellows of my toils, brothers of my burdens, associates of my aspirations, and partakers of my trials and triumphs. It is a source of inspiration to meet and mingle with the men who meet and make and master the measures that I must needs meet and make and struggle with.

Not what you do but what you would do exalts you, and I am here to learn of your exaltation, if happily I myself, in some poor measure, may share it with you.

Secondly, I have heard it said that we accomplish no great task, teach no great truth, and inculcate no high hopes in the hearts of our members. Sirs, I resent this as grossly and erroneously unjust. Now listen at the argument. We are told on the one hand that we teach nothing here of weight and worth; and on the other that our Association is too prosy, prosaic and practical. Some one declares that our chief business consists in talking about the method of handling foreign advertising, and how to make the home people advertise at all, and what to do with delinquent subscribers. If it is desired we can admit these gross accusations and then be none the worse for the admission. Sirs, I may not have as high sense of honor and moral rectitude as some of my brethren, but I have been coming to this Association for seven years, with few omissions, and I have yet to hear any man on our assembly floor suggest a method of dealing with the foreign advertiser, the would-be home advertiser, or the delinquent subscriber,

which method did not have in it at least the saving grace of honesty, integrity and the highest sense of manly and moral dealing. We speak of the foreign advertiser; is there any sin in that, since we speak like men and deal with him in honor? We speak of the home advertiser; is there any crime in that when we come into open court and never cringe nor talk like cowards?

We refer to the delinquent subscribers and want to know here together what punishment should be dealt out to him; is there any cruelty in that, when we only consider him in love and desire to punish him only to redeem, save, and put him on safe and sound footing with himself, with us and with the world?

But I deny that these are all the topics, or even the main topics, that engage our attention and take our thought. Look, will you, at what we have done here so far this session. On yesterday we talked together of how we might help in the great work of improving the towns and cities in North Carolina; of how we might rid ourselves of mud and muck and mire and travel on terra firma on the highways in the country places of North Carolina; and of what part the press might play in the future grandeur, glory and achievement of North Carolina? Are these mean themes and things? Are these the things that men who grovel in the dust talk about? Are these subjects base and vulgar, insipid, immoral and low? Sirs, for me they are not, and for one I am not ashamed that I come once a year to hear my brethren discuss such things and themes as these.

The sage of Concord, Ralph Waldo Emerson, says: "How can I hear what you say when what you are keeps thundering in my ears?" I want what you are to thunder in my ears that I may know how to interpret what you say to me through the year. And, I come here to let your hearts speak to me that I may hear in kindness and in charity what your pen may say during the year. For we come here to tell each other from the heart what we would be and what we would do, and that, says Browning, is what exalts us.

These and many other reasons, highly justifiable to myself at least, are among the causes that make me quit, for once a year, the work, worry and humdrum of a busy editor's office and seek this goodly company, this splendid and pleasant fellowship.

There is a school of philosophers who declare and teach that the summum bonum of our living and our conduct is pleasure. Pleasure, say they, moves men to act, to think, to achieve. It is not for me here to say whether I am a disciple of this school of thought, or whether I agree or disagree with their conclusions. But this I know, that much of our seeking is for pleasure; but in the language of one of their own critics and followers I declare that in order to get the highest pleasure we must first of all forget it. To get we must forget.

Apply this principle of philosophy in two directions. It is our highest pleasure to have all of our brethren of the press force gather with us from year to year. Then, to this end we shall have to forget them and give ourselves to the pursuits that will reach and draw them. They say our ideals are not high enough; that our program is too prosaic, our addresses and utterances too common-place. Then, my brethren, we shall yet strive for ideals that are high enough; we shall yet prepare programs of more potency; for the North Carolina Press Association has not yet spoken its best word, delivered its noblest utterance. We are yet youthful and vigorous, and under God shall act as men and women, who not having attained keep our faces toward the future and press on toward the goal not yet reached and the mark not yet achieved.

But let me interpret our Hedonistic principle of Philosophy in another direction. Is pleasure the high motive of our coming together? I am not arguing it. But if it be so, I declare that to get the highest, let me say it reverently, the happiest and the holiest pleasure, to get it we shall have to forget it. If we would have the best time at our Association we shall not give ourselves solely and wholly to mere pleasure getting, sight seeing, and what not.

The heart of man must be appeased as well as the head, and the soul must be satisfied as well as the sight. These mountains will look more mighty and majestic when first of all my heart has reveled for one hour in the glad tidings of the mighty and majestic utterances of men who have come here (as men came last night) to give me a word of inspiration and of hope; these skies shall look bluer and this scenery more enchanting when my heart has been thrilled, edified, uplifted by men who, by our invitation, have come here to speak to us from their hearts of things that are, and may be, mighty things that you and I may do and be.

Here is what I mean: If the Press Association is not pleased with its present members, let us look to ourselves and not in censure to those who do not come. Let us make our annual meeting a season of such interest, worth and fellowship that those who do not come will feel that they are the losers, not we ourselves. We shall yet strive to make it worth their while to come.

Somehow the impression prevails that we meet here for the sole purpose of talking about how we may make a living with least labor and least sacrifice. The editors of North Carolina are engaged, thank God, in a better business than trying to make a living. They are trying to live a life and to show the people among whom they toil and live how to live a life. To live a life and inspire others with their high aim is the holy purpose for which we meet and mingle.

Let this be borne in mind by our program makers, our speakers,

our teachers that we of the Press Association want to dig down deep and far till we know—even know how to live a life, an honest, courageous, upright life. When this impression prevails our numbers will increase and our membership will be sufficient.

Mr. Clarence H. Poe, editor of the Progressive Farmer, delivered the following address on

WHAT MAY THE NORTH CAROLINA EDITOR DO TO PROMOTE RURAL DEVELOPMENT?

The most gratifying change in North Carolina journalism these last few years has been the increasing interest in rural development. The editor's vision is no longer limited by the boundaries of the county seat. Rural free delivery and the steady increase of rural education are showing him a greater field out of sight of the court house tower. He is beginning to realize the deep significance of the fact that 80 per cent. of our population—his possible clientele—is rural, and that the farmer's newspapers, like his children's text books, have been too long largely made by city people for city people with the smell of the city upon them—unrelated to country life, bearing no message of hope or inspiration for the farmer, dealing with him as if he were merely a left-over man in society instead of being the fundamental man as he most certainly is, as Rev. Plato Durham so eloquently pointed out to us last night.

Agriculture in the New Century.

But now a change is coming—a notable and inspiring change, full of promise for our section and for our craft. The editor has caught the spirit of the new agriculture. For a hundred years past great industrial revolutions have been going on, and the world of commerce and transportation and business has been made over—changed completely by railroad and telegraph and telephone and the thousand and one other inventions and discoveries of our marvelous age—while agriculture has remained practically dormant. It is only within the last few years that we have begun to realize that a like revolution is possible in agriculture. The tide is turning backward toward farming. Here it is that the wonders of science are now being exhibited; here it is that the most splendid opportunity for human service is now offered; here it is that progress and enthusiastic effort are to be at white-heat in the new century upon which we have entered.

Much as this means to the world at large, to the South it means more, for the South is to-day the only section of the country of which

it is true there are more people engaged in agriculture than in all other occupations combined. An agriculture revolution alone can restore the South to its ancient prestige; an agricultural revolution alone will give it the high place it should have in the world of trade and government and education and science.

The North Carolina editor's duty in promoting rural development, therefore, is something more than a mere duty to the community in which he lives. Our larger patriotism, our love for the South, demands it no less imperatively.

Politics No Longer Our Supreme Need.

The old ante-bellum type of journal has survived too long in the South—the newspaper interested solely in politics. In that day our greatest need was for papers of that sort; to-day it is not. Before the war politics was necessary to support the institution of slavery, upon which our whole industrial and social fabric rested; after the war politics was necessary to correct the evils of Reconstruction, which also menaced our whole social and industrial life But to-day we cannot look to politics to remedy in any large measure the greatest defects in Southern life and industry.

And if you forget everything else I may say to you to-day, take with you just this one thought:

The crying need of the South to-day is for the newspaper primarily dedicated not to politics but to community development. Politics may rightly be a secondary consideration, but it should not be the primary one.

And to illustrate my point, to get away from any glittering generalities about the newspaper man's opportunity for State building, let us look squarely at the situation in the South to-day. Take a backward county, for example, where the roads are bad, the schools poor, the school houses inadequate, the water-powers unharnessed, forests butchered, farmers using one-horse plows and putting more faith in almanac signs than in agricultural science, and the natural resources generally going to waste. What may not be accomplished in such a community by an editor filled with the spirit of progress and enterprise! What a golden opportunity is neglected when such an editor shuts his eyes to it and wastes his life in fighting the battles of the little cliques and machines inside his party! Understand me: I do not mean that an editor should not give attention to local politics and factional fights any more than I mean that a soldier should not give some attention to polishing and cleaning his gun—but what of the soldier who merely polishes his gun and skulks away from the fighting, while the battle rages, and history is making, and the course of human progress trembles in the balance?

"THE SMITHVILLE OBSERVER."

I have in mind now a paper which approaches somewhat the ideal that I have. Let us call it The Smithville Observer. It is refreshing to turn to its editorial page each week. I know that in it I am less likely to find the editor's inconsequential opinion of Philadelphia politics than I am to find his opinion of how to make the streets of Smithville beautiful.

It may not contain much misinformation about the tariff, but I know that it will have something about the best methods of improving the roads of Smith county—and, by the way, Smith county will some time vote a bond issue, and a good system of roads will be the best monument to that editor's memory.

I know, too, that if local taxation for schools is to the fore, that editor will fight side by side with his county's soldiers of progress. Nor will the school houses themselves be neglected, nor that county's share of the School House Loan Fund be left idle if The Observer's influence can turn it to use in improving the building.

And school libraries—more than one group of school children famishing for food intellectual, owe a debt to The Observer for keeping up the agitation until Smith county has its full quota of libraries.

More than this, if Farmer Brown has so improved his land as to double his corn yield, I know that The Observer will give the whole story for the benefit of other farmers—arguing that it as big a piece of news as the suicide of Old Whiskey Jones down in Hanging Dog township.

Moreover, if I find this week a column about the emigration of farm labor, I shall probably read next week a column story of how Farmer Brown, by the use of improved implements and machinery, has reduced by half the expense of hand labor in making the crop.

If the Farmers' Institute is to be held in Smithville, it will be advertised as persistently and prominently as if it were a political debate.

If Mr. Jones is preparing to start a factory, he will be just as likely to find his picture in the paper as if he were running for Congress.

If a bond issue for street improvement is on hand, The Observer rooster will crow as loudly the morning after the election as it does over the success of the State political ticket.

This paper, too, keeps agitating for the expansion of small industries which would be helpful to the county; it points out where a new rural mail route might be profitably started; the other week it had a list of 100 appropriate names for country homes, and is urging farmers to name their farms. In short, every enterprise and every movement looking to the remaking of old Smith county finds an ally and friend in The Smithville Observer.

What Is Worth While and What Is Not.

Now, what we need in the South, what we need in North Carolina, is more Smithville Observers. We need to catch the vision of the greater South that we can bring about—and then set ourselves and give our lives to bringing it about. What does it matter about the reports of social affairs in your town—about the write-ups of weddings and ice cream suppers and card parties? What will it matter a hundred years from now whether you get John Smith or Bill Jones elected register of deeds? What will it matter whether the voters of Henderson county favor John A. Johnson or William J. Bryan in the next national Democratic convention?

But it will matter much whether the boys and girls of your county have the door of hope and education opened to them or walk in the darkness of ignorance; whether the roads of the county keep its people fifty years behind the times or put them in the vanguard of progress; whether the industries of the country are developed or allowed to retrograde; whether the resources of the county are utilized by its own people or left to be exploited by foreigners; whether its farming becomes a matter of pride and profit or a matter of drudgery and debt; whether its soil-tillers are scientific farmers or mere clodhoppers, sell meat or buy meat, have bank accounts or store accounts, have shackly cabins or painted houses; whether young men find the county a good place to live in or a good place to move from, and whether, in short, the population shall keep step with the great forward march of Southern progress or only hinder those that would go forward.

Are We Merely Whittling Sticks?

Does all this depend upon the editor, do you ask? Well, not wholly, and yet in far, far greater measure than we have come to realize. I feel sometimes, my fellow-craftsmen, as if we were like that young man, the servant of the old Biblical prophet, who saw nothing about him until the Lord opened his eyes, "and behold the moutain was full of horses and chariots round about Elisha." We have not caught the vision of our own possibilities; we have not realized the seriousness of our responsibilities. Dr. George T. Winston said to me once, speaking of a North Carolina politician of local prominence, "He has power enough to run a saw mill and he's only whittling sticks!" I feel that the press of North Carolina has power enough to set in motion forces that would rebuild the State, that would make it in our own time one of the dozen foremost Commonwealths of America, and yet, alas! how many of us are only whittling sticks, the Progressive Farmer not least among them! God help us to catch the larger vision and be obedient unto it! God help us to make

ourselves leaders in the great twentieth century development of our State and our people!

The School Is Fundamental.

The fundamental thing is the school, and the fundamental duty of the paper that would lead in rural development in North Carolina is to set itself to get the finest school system that can possibly be devised for its county. Preach local taxation; don't be afraid to face a frowning Skinflint and preach the Gospel upon which the economic salvation of the county depends. The campaign for better public schools may have come to sound trite to you, but it is not triter than the talk of politics, and it is vastly more meaningful. It is our one hope, and our vision of a greater South can never be realized without it. Find out which communities in your county ought to have longer terms, or ought to consolidate their districts, and bring the matter to their attention. Print the pictures of the old shcool house and the new where improvement has been made. Demand that a thoroughly equipped county superintendent be employed to give his whole time to the county school work. See to it that the schools take on more of an industrial cast—that they relate themselves to the actual everyday life of the pupils. Encourage every teacher who is giving especial attention to agriculture and domestic science. List the schools that have libraries, and ask why the others have not. Lend your aid to the Woman's Betterment Association, and urge the beautifying of school buildings and grounds. Exalt your county superintendent. He is ten times more important to the life of your county than your sheriff or your register or your clerk of the court. And if some teacher starts a corn contest among the boys or a school farm or an improved course in agriculture or domestic science, let him see that the county appreciates his progressive step.

The public school, let me repeat, is fundamental to all progress. Other foundation can no man lay than this. The editor should cry aloud and spare not so long as his county is behind in the educational procession. Let better schools be his first motto.

Agitate for Better Roads.

And in connection with better schools, let him also urge better roads. Let him call unceasingly to his people, "Mind your ways!" Bond issues where they are justified; improved legislation where it is needed, macadam where you can afford it, the sand-clay method where it is best, and the simple split-log drag where most expensive methods are inexpedient. It is gratifying to see the widespread interest in better roads as shown by all our State papers.

Dignify Farming.

And then you must dignity the farmer—that is to say, the good farmer, the only kind worth dignifying. Your business man may con-

serve wealth, but your farmer creates it. I have only the highest regard for our merchants—and yet the man who merely runs a store and sells a certain amount of groceries and dry goods and drugs at a certain profit to himself necessarily adds little to the general prosperity of the country; that is, he is in the very nature of things unable to create new wealth for the community. But your farmer can. If he learns to double his corn yield, if he informs himself and farms better so that his income is $500 more a year (as the average North Carolina farmer's income ought to be), the general prosperity of the county is enhanced. He has created new wealth, he has added $500 more that did not exist before. Merchant, banker, doctor, lawyer, editor—all would feel the invigorating touch of an agricultural revolution which would increase the average production per farm from $398, as it was in North Carolina at the last census, to $984, as the average was for the north Atlantic States, or to $1,084, as the average was for the north central States.

Find out what farmers in your county are leading in this silent resolution and get behind them. They are your champions; they are the men that shall redeem your Israel.

The demonstration work, the farmers' institutes, the farmers' unions, the test farm—advertise all these just as earnestly as you would your party primary or the campaign barbecue at which Congressman Buncombe is to tell about imperialism in the Philippines.

Items that Count and Those that Don't.

Don't content yourself with occasional items about how Farmer Jones brought you a "basket of the finest and most luscious fruit we have ever tasted," or "the fine yield of corn made by Farmer Smith," or the "champion sweet potato of the season; who can beat it?" Tell rather the variety of the extra fine fruit and how it was grown, and what possibilities there are for fruit-growing in the county, and the variety of corn that gave the big yield, how many bushels, how and where and at what expense Farmer Jones raised it; and the kind of sweet potato you designate as champion, and what sort of land and fertilizer were required to produce it.

Some Practical Illustrations.

If some farmer begins raising improved live stock in your county tell about it. In the long run it may mean much more to your people than starting a new knitting mill at the county seat.

If some farmer of your county needs a new and improved variety of corn or cotton or tobacco, let him see that he has achieved more than Jim Loafer, who has at last become county chairman for the party.

And the young man who goes out and rebuilds a worn out farm, and thereby helps the community forward and sets a good example, the end of which no man can see—let him undertand at some appropriate time that he has done more than if he had gone to Richmond or Knoxville or Atlanta to clerk in somebody else's store, or had gone to the cross roads and started a little store to sell ginghams and side meat to his neighbors. The man who makes North Carolina meat is worth more to us than the man who *sells* Chicago meat. Our great need is for *creative* workers; not mere traffickers in what some one has created.

Bring Your Local Correspondents into Line.

And let me say right here that to get all this done you must not only throw yourself heart and soul into this great movement for rural development, but you must get your local correspondents charged with the same spirit. Make them understand that you are just as much interested in the item that John Williams has the best acre of alfalfa in the county as you are in the fact that Merchant Brown has gone North to buy fall goods; just as much interested in the report of the Farmers' Institute as you are in the race for constable; just as much interested in the fact that James Wallace has gone to the agricultural college in order to become a good farmer as you are in the fact that his brother has gone to the business college and will become somebody else's book-keeper.

Write an open letter to your correspondents and bring them into line.

And how the people will support a county paper of this kind? Such an editor can make himself the idol of his people. He needn't care a straw about the county printing, nor need he ever look forward to some political office to supplement his newspaper income. The paper that roots itself down deep in the soil of its own county will indeed get sustenance and flourish like the Biblical green bay tree. Show your people that you are determined to carry your county forward; that you are there to do constructive work, not to remain in old beaten tracks, and your people will rally to you as surely as men in all ages of the world have rallied to the true leader.

The Only Ideal Worthy of an Editor.

"I am going to rebuild my county in so far as in me lies"—that is the only ideal that is high enough and worthy enough for the man who runs the county paper, the man who should stand for the intellectual leadership of his county—and three things—good schools, good roads and good farming—are fundamental to this campaign of progress. "Hitch your wagon to a star." Dedicate your life and dedicate your paper to the development of your county. "Oh, it is great,

and there is no other greatness," Ruskin exclaims somewhere, "to make some nook of God's creation more fruitful, more beautiful, more worthy of God!"

It doesn't matter much what we think about the Phillippines and imperialism and free silver and the tariff (the less we say about free silver the less we have to take back, and it is much the same way about the tariff, in view of the recent line-up); and even if you could reform the Philippine government, it is too far away to afford you much satisfaction.

Dedicate Your Life to Building Up Your County.

But to dedicate your life to the upbuilding of your own county, to sow the seed and wait for the glorious fruitage, "first the blade, then the ear, after that, the full corn in the ear;" to fight the battle while the odds still seem against you and wait for the final victory; to see bad roads gradually give way to improved highways; to see a comparatively illiterate citizenship gradually develop into a community of high intelligence, efficiency and prosperity; to see wasted, galled and gullied farms and indifferent, careless farmers transformed into smiling and fertile fields, dotted with cattle, crowned with beautiful homes and inhabited by progressive and prosperous home-owners—what a record to leave behind you, what an inspiration to high purpose and patient endeavor! The editor who works with such an ideal will succeed, and succeed abundantly—what is it that Emerson says about the world making a beaten path to the door of the man who can do anything well?—but not only will he succeed financially, but he saves his own life, saves it from the barren unprofitableness of the man who leaves the world no better for his existence to the happy fruitful of constructive achievement. "He shall see of the travail of his soul and shall be satisfied;" and so—

> "Join the choir invisible
> Of those immortal dead that live again
> In minds made better by their presence.
> Whose music is the gladness of the world."

An Old Message Repeated.

At your former meeting in Hendersonville I was chosen your Historian, and I hope I may be pardoned for closing this address with the same words with which I closed my Historian's paper the next year:

"The North Carolina editor, if I have read aright, is coming into a new consciousness of his influence and his responsibility as a factor in the development of his section and of his State Ours is largely a rural people, and the press is leading the fight for better schools, better roads, rural mail delivery, school libraries, better farming meth-

ods, and other improvements that are revolutionizing country life. The State's manufacturing interests are also growing more prosperous and powerful, and the press is playing a notable part in promoting industrial enterprises of all kinds. It is indeed a high privilege that is given us—that of aiding the development of a State of such varied natural resources and a people of such strong and sturdy character. And I believe that more and more our newspaper men are consecrating themselves to this work of State building. That is the history, that is the epic, that I should like to write. Compared with this supreme fact, the little story of our entrances and exits is of small importance. If we have earnestly set ourselves, as I believe we have, to build up the waste places of old North Carolina, to send the light of learning and opportunity to her sons and daughters, and to add the progress and prosperity of a New South to the honor and heroism of the Old, then our work will endure long after our names have been forgotten and the ink will have faded from the pages we have printed."

Mr. M. V. Richards, Land and Industrial Agent of the Southern Railway, who had been invited to come to Hendersonville and address the editors, was present, and spoke as follows on

THE INFLUENCE OF THE NEWSPAPER UPON THE DEVELOPMENT OF THE COMMUNITY.

For fifteen years my position has brought me into more or less intimacy with the newspaper men of North Carolina and the South, indeed with those of the whole country. In my work of promoting the development of the country reached by the Southern Railway by the establishment of industries and the settlement of people along its lines I have had the kindest treatment by the press of the entire South, the most cordial co-operation of the editors and publishers, and to the Southern press I am indebted in many ways for effective assistance in reaching the people of the various communities and for information regarding their resources and possibilities. Naturally, I have a warm feeling for the press of the South and am interested in its prosperity and usefulness. I have been in close touch with many of the editors of North Carolina and am glad to have them for my friends; and to pay tribute, here, to the splendid work they have done towards the advancement of your State.

It is necessary to emphasize the power of the press. Time was when its power was that of the man who wrote the editorials. With

the great changes that have brought the news feature to the front, that has been changed. It is the paper with its news, which keeps the people informed of actual occurrences and conditions, enabling them to think for themselves with a clearer understanding than ever before, which has the great power of creating and leading public opinion to-day. This change has not altogether taken from the editor his great power. If he is no longer the creator and moulder of public opinion, he still remains its exponent, and where he possesses the proper equipment, is its director and leader.

So great have grown the affairs of the nation, the complexities and varied interests of our life, that the newspaper or other publication to-day must have its particular and well defined field. It must be local in its character or devoted to some special subject, interest or industry. There remain and always will remain a few great newspapers with particular influence upon the thought of the nation or upon some special lines. Publications such as most of you represent, whether class or general newspapers, do their part in influencing the thought of the nation, in making political opinion, educating the people in religious, educational or industrial affairs, by their influence upon your special constituency. Your local papers, whether daily or weekly, must do this well by the thorough and reliable manner in which you gather and print the news and by the fairness, intelligence and timeliness of your comments.

There is no question of the great influence of the newspaper upon the development of the community and of the country. It is of this influence about which I would talk to you. It is a subject that is near to me as it is to you. There is no way in which you can make your field more profitable than by individual and concerted effort to build up North Carolina and your own particular county, city or town. Whether you have worked with this end in view the past few years or because of the broader idea of community and State development for the benefit and uplifting of all the people, you have had your share in the splendid advance which has been made by North Carolina.

The advance of this State in recent years is a story of success, of enterprise, of intelligent co-operation for development along all lines, of the utilization of wonderful natural advantages. Before dwelling upon the points I have intended to talk about, I desire briefly to refer to some of the evidences of North Carolina's growth and some of the things in which her people are doing noteworthy work. Since 1900 the population of the State has grown at an amazing rate, many of your cities and towns have more than doubled in size, you have practically doubled the manufacturing interests, there has been a wonderful development of water power, the railroad mileage has been increased and railroads have given you better and better facili-

ties, in the State there have been expended several millions of dollars for highways, putting North Carolina among the very first States in the whole Union in the mileage of first-class roads. In agriculture the progress of the State has been equally marked, farm values have greatly increased; the past ten years has been an era of farm improvements, or more scientific and better methods of cultivation the value of diversified crops has become better understood, stock-raising has been extended, and best of all, the outside world has come to know more of the value of North Carolina lands. In education, North Carolina has made a wonderful advance. Your public school system is only forty years old. In 1870 the whole State spent for public schools, for all purposes, only $42,800; in 1900 the amount had grown to $1,091,611. Last year it was $2,958,160, an increase in eight years of almost 200 per cent.

This alone indicates the splendid advance the people of your State are making. That advance is also shown in the growing press of North Carolina, both in the character and prosperity of the newspapers. I know that many of you have had a share of all this prosperity, and I hope all of you have had.

Of all the mediums for advancing the interests of the State, the community or the special industry, there is none more effective than the newspaper. Other agencies must be maintained, like the trade association, the commercial organization or the business league, to bring about the best results, but these must depend to a very great extent upon their use of the newspaper. In what way does the newspaper, simply as a newspaper, promote education, industry and general upbuilding of the community or the particular interest of which it is an organ? The class publication is devoted to a definite field. I am glad to see that in North Carolina and the whole South there is a growing interest and strength in this field. The class paper as a proper exponent of its particular field must be, for its own success, and to be of value, the means whereby all that pertains to the field is made known. By giving to its readers the latest about various enterprises, the methods of manufacturing, the markets available, the costs of production in various localities, the conditions surrounding the industry, the resources and advantages in its own territory, it is in a position to promote in a most important way the development of the industrial or educational interests of its section. Two of the great manufacturing enterprises of your State and of the South are cotton and furniture. Not many years ago the manufacturer in either of these lines depended for his trade news wholly upon the textile and furniture newspapers of the North, which, as the Southern interests increased, found it necessary to give more and more attention to Southern mill and factory news and conditions. Then came the

Southern textile and furniture papers, small at first, but gradually improving until they became important not only in the South but among Northern mills and factories. Who can doubt the immense value to the textile and furniture industries of the South and to the section itself of these class publications; who can doubt that they have played a very important part in adding to their prosperity and better conditions on S uthern farms. So it is in every line and interest in which the class publication of character has appeared and been supported.

The daily and weekly press which cover the local and general news field are most important agents of progress, and are in a position to do a mighty work for their towns and sections. There are many ways in which the general newspaper can aid industrial and other development. Its influence from its close relationship to all the interests and to the life of the people of its territory is always potent, and, I believe, that influence can be increased by a more careful and a greater attention to the building up of the town and the State. There are some things which seem to me should be a part of the policy of every local general newspaper in the South. First, particular attention should be paid to the industrial, agricultural and other subjects which have a bearing upon the development of the country. The best information concerning these things should be given to your readers. Methods of improvement in conditions, means for advancing the material interests of the community, the making of both your own people and the outside world acquainted with every resource and possible advantage, should always be in your mind. This involves careful study of many topics and interests affecting your community, means the gathering of the most reliable information and the placing of it before your readers in the best and most attractive manner. The increasing attention the newspapers of the country are giving to the industrial field and to the general work of development demonstrates the interest their readers have in these subjects. By paying particular attention to them, I am sure nearly every editor here will find that he is giving his readers something they appreciate, and at the same time will do a splendid work for his particular community and his State.

I have found in my experience that the livest and most progressive places were those in which the newspapers have been the best exponents of local needs and conditions. I have discovered, too, that while practically the entire press has been eager to do its part of the work in building up the community, there have been many newspapers which have not appreciated the importance of giving news of industrial or agricultural matters, and of keeping before their readers the things which relate to the general progress. You may pick up copy

after copy of some newspapers and not find an item giving information about farming or business affairs; the outsider may study such papers in vain to discover something about the value of farm lands, the value of different crops, the character of schools the place has, the business conditions existing, etc.

No one can tell where the influence of even the smallest country weekly will reach. There is probably no issue of any North Carolina newspaper which is not in some place read by a man considering some of your towns as a home or business location. The news you give, the editorial setting forth the conditions or the advantages of some special kind is almost certain to have its influence in some unlooked for direction.

The daily and local press should be the leader in all that pertains to the welfare of the community. The thorough co-operation of the business men, of all the people of a community, is necessary to its growth. The co-operation is the result of an intelligent and active public spirit. Whether that public spirit exists or not in your community depends upon you to a very large extent. Your labors can create a healthy civic pride and ambition, your leadership can promote home and State enterprise. There are scores of ways for you to do this. Your own personal knowledge of your local needs and conditions, and your individual methods of work will show you how this work is best done.

Few people should be so well informed about every resource and every possible advantage of a community as the editor. Few people should be so able to set forth the locality's advantages and needs as he. The newspaper should be a constant advertisement and a steady advertiser of its territory. North Carolina needs a great agricultural development, and her resources are such that she can have it. This development must be on the broadest lines to be of the greatest value; it must be the building up of a great diversified farming interest. The agricultural progress of the State in recent years has been excellent. There has been a constant education of the people in regard to agricultural possibilities and of better farming methods. This education must go on, and the newspapers of the State must be willing and efficient aids to the United States Agricultural Department, the State Commissioner of Agriculture, the various associations of farmers and other agencies engaged in this education. The newspapers, local and all others, have it in their power to not only aid this education of the present farmers of the State, but to make known to people of other States the advantages of and returns from North Carolina farms.

I would urge upon you steady, all the year round, unceasing campaigns in your columns, and as citizens, for the promotion of everything which will bring North Carolina and every one of her advan-

tages before the world, of everything which will make North Carolina a field for profitable enterprise, which will make North Carolina the most desirable place for residence. You may have to do a great deal of free advertising for your town or section. Don't be afraid of that. You will get your returns later, just in proportion to the effectiveness of your work. It always has been and probably always will be that a few men in every community have to give more than their fair share towards the work carried on for the general public interest.

It may interest you to know that in our office we receive regularly a good proportion of the daily and weekly newspapers of those portions of ten States through which our lines run. These papers are read very carefully. They are not only read, but every article, every item which has in any way any bearing upon the upbuilding of the South is clipped and finds its way to my desk and to the desks of assistants. Through these newspapers we are able to watch the industrial activity of nearly all our communities, get arguments and facts which fortify us in our campaign for people and industries, learn of resources and advantages to be investigated, and perhaps later to be brought before inquirers. I am indebted to these papers for very many ideas which have helped my work. I have given you this information because it shows my appreciation of your papers and their value to me, and because it may suggest to you in a way you have not before considered it, the value to the community of careful, reliable matter regarding the local resources and interests.

On motion a vote of thanks and appreciation was given Mr. Richards for his excellent address.

The motion was made and adopted that Dr. Atkinson's paper be printed and a copy sent to every editor in the State.

Rev. J. W. Moore, pastor of the Methodist Church of Hendersonville, was introduced to the convention by Col. S. V. Pickens.

Mr. R. R. Clark, of the Statesville Landmark, read the following essay on

THE MAKE-UP OF A COUNTRY WEEKLY.

I am advised that in the discussion of "The Make-Up of a Country Weekly," I shall treat of both the subject matter and the mechanical make-up. First, then, let us prepare the copy for the paper, and in preparing this look first for the local news of your town, county and

section. Year by year the country weekly is becoming more and more a local paper; necessarily it must continue to become more and more a local paper. With increased mail facilities and changed conditions, the dailies are making inroads—going where they never went before and being read by people who a few years ago never thought of taking a daily paper. This is but the beginning. The invasion of the rural district by the daily paper is but in its infancy. But the field for the local weekly—and a profitable field—remains if it is cultivated. The daily cannot supplant the country weekly as a purveyor of local news, and if the weekly publisher knows his business and pursues it industriously he can snap his fingers at daily competition.

I can't stop here to elaborate. Each one must be the judge for his own field. But this rule will apply to all: The space you give to local news—and give as much as the conditions demand, size of paper considered—use to best advantage. Work the town thoroughly and make an item of everything that is worth while. If an important event occurs, don't be content with a passing notice; write it up at such length as its importance may demand, and give such details as are necessary to make the story complete; no unnecessary elaboration or sensationalism, but full. I have been surprised more than once to see valuable space in country weeklies utilized for stale jokes, while important happenings, worth a quarter or half column, received a half dozen lines. Do not be prosy or prolix, but give the facts in the most entertaining manner of which you are capable. The length of the item must be regulated by its importance and the space at command; if unimportant make as brief as possible. Print the local news without fear or favor, reward or hope of reward. Do not allow personal feelings or the fear of giving a little free advertising influence you; don't slop over your friends or the influential citizen and neglect those you dislike or who seem unimportant; but don't give away space so as to cheapen your product.

Having worked the town first, give close attention to the county and such localities in surrounding counties as the news or the business you may do there justifies. Edit local correspondence; don't allow amateur correspondents to print silly jokes that only two or three people understand, or in other ways waste your space; confine them as closely as possible to news, but remember that personal and social items are as dear in rural communities as in the town, and allow a limited amount of these. But this must be guarded with care; it can be easily overdone.

While, as stated at the outset, the dailies are rapidly invading the local field, and the country weekly of the future will be largely a local paper, it, as yet, has other duties to perform. Probably 75 per cent. of its readers see no other paper. That being so, the weekly ed-

itor owes it to these readers to give them as much general news as possible.

Having disposed of the local, writing attractive headings that indicate what the story is when the importance justifies—ordinarily an item of ten to a dozen lines should have a head, and one of six inches or more a double head—provide a column or so of editorial comment. Brief, pertinent remarks that illuminate the news of the paper and enlighten the reader as to current events are best. If you have space to spare you may give your views and discuss anything you choose at more length.

The local and editorial being in, work your exchanges for all they are worth for news. The editor who neglects his exchanges cannot measure up to the mark, it matters not what his literary qualifications nor how many college degrees he has. You not only get news from them, but you get ideas. Work your exchanges for items of current interest in the State and the country; condense, boil the facts down, state in your own language, but give the reader who is depending on you for his all a review of the current events and the news of the day.

This means work; sometimes it is drudgery. But nothing is accomplished without work. It is much easier to cut out a column article about something that may neither be interesting nor enlightening, or print a stale joke. These will keep the printers going and fill up space, while you idle, but they don't make a newspaper. Quoting a remark of a newspaper maker who stands at the head of his profession, I could make a capital newspaper and never write a line of original matter. I would go through the exchanges, collect the cream and set the very best in all the collection before my readers. I mean nothing personal in saying it, but I state a fact when I say that the space devoted to reading on the "outside pages"—the first and fourth pages of the four-page papers—of many North Carolina weeklies and semi-weeklies, is wasted and often more than wasted. Plate matter stories and miscellaneous matters of the cheapest sort are used because it requires no effort to prepare them, when the daily papers are teeming with news and country exchanges have many gems hidden in them, which remain unseen because the papers are never opened. This cheats the reader. If he is depending on you alone, you have failed him and he must look elsewhere. It is such editing as this that forces the country weekly to sell in some instances below cost of production and to eke out a precarious existence. If you print the news and put manly vigor and independence in your paper, you can sell it for what it is worth and defy competition.

But lest I worry you, I turn to the mechanical make-up. In this tastes differ more widely than in preparing the copy. First I will say that the idea of having no ads. on the first page is all right if you have

more than four pages; you can't leave ads. off the first page if you have only four pages. The paper should be made up so that the ads. on each page will be somewhere within hailing distance of reading matter. If only four pages are available and the ads. are confined to three, if your advertising patronage is of consequence, you will have one or more pages practically full of ads. This is not an attractive make-up; it does not give the advertiser a fair show nor insure profitable return. Not all advertisers can have top of column next to reading matter and not all can go alongside of reading matter, but they should be given the best showing possible. On this point, however, let me urge you not to give special positions that will detract from the appearance of the make-up. Don't give an advertiser the middle of the first page or the middle of any page, with reading matter all around, or separate and apart from any other ad. The advertiser has no business to demand any such position; the publisher who gives it to him makes a mistake.

Above all, don't scatter reading notices, local ads., among the reading matter, on the local page, or anywhere. This practice is execrable. This idea of forcing the reader to read an ad. is erroneous. It makes the average reader mad to be deceived into reading an ad., it prejudices the advertiser's case and hurts the paper. On this same line, don't print advertisements as reading matter; don't abuse the confidence of your readers by imposing paid matter on them as news or as your unbiased expression. Have some mark—a dividing line—between the advertising and the reading. While the country weeklies are sometimes guilty of allowing the patent medicine advertiser to impose on them in this way, the practice, while reprehensible, is not to be mentioned in the same breath with the offense of these dailies which print under the guise of press dispatches, special correspondence and the like, paid matter in behalf of corporations or some special interest. It is not a long step from this point to that of receiving consideration, in one way or another, for editorial endorsement.

But I wander afield. Having put in the ads. to best advantage, giving them proper show, but not allowing them to encroach on reading matter space, put in the reading in such way as is most attractive. In the country weekly all local and semi-local should be on the same page if practicable. It is not necessary, however, to have the correspondence all run together. Give it individuality, and a heading that means something. "Items from Bush Creek" as a head may conceal a half dozen live items. If the heading told that they were there they would be read by more people. You must play up the most important items.

In making up a column either begin with the longest or shortest article; as you prefer, and set in according to length. Double heads,

of course, always take top of column and are followed by shorter articles. On the first page, for instance, double heads should appear, if possible, at the top of every column. In case of brief local items, State news and matters of news, run smallest first and grade according to size. Whenever possible, play the most important matter in the most conspicuous place. Group items pertaining to similar matters—real estate sales, marriages, deaths, etc., under one head. Don't have three or four items about practically the same thing scattered over the paper.

Fill the columns full. Don't slug out a half inch on each side of every dash. If you have to put in packing, lead the first few lines of the leading articles in the column. Don't run over from one column to another if it can possibly be avoided—and it usually can be—unless the article is more than a column long. Above all, don't try to imitate the dailies which carrying flashing head-lines, and make it a point to break from four to six articles on the first page and end them in some obscure place on some other page. The man who invented that style of make-up, which keeps the reader searching for the conclusion of the article, deserves a term in the State prison.

This paper is already too long, and I have diverged somewhat. But let me say in conclusion. Having put in type the best stuff obtainable, having arranged it attractively in the form, much of the work and the effect will be lost if the paper comes from the press badly printed. See that the press work is well done; that the paper is neatly and cleanly printed; that it is neatly folded and neatly wrapped and mailed so that it will get to the subscriber in good condition. You would hardly go to a store a second time if your purchases were so carelessly wrapped that they reached you in bad condition. Keep that in mind when you send out your product to the purchaser.

Archibald Johnson:

I want to say that I do hope that the Association has paid especial attention to the last papers. This Association has never listened to more practical papers than these.

Josephus Daniels:

I want to say a word about what Brother Johnson has said about all the papers we have had. I have attended almost every meeting for thirty years, and in all that time we have never had a series of papers and addresses in which the writers have shown so much preparation, so much ability and so much knowledge as at this convention. I remember well when I first attended this Association that a man was rarely ever an editor except in connection with some other business. The editors didn't trust themselves to speak. Most of them were

printers who worked hard and had no experience in speaking, and we hadn't come to making editorship a profession in North Carolina. As an old man I am proud to live to see the day when we have in North Carolina made editorship a profession, and that men don't go into journalism now to get rich or as a stepping-stone to get into something else. Most of them have come from the case and understand the business, but they have grown into men who honor their profession, and these men stand to-day equal with those which are called the learned professions.

Mr. W. C. Hammer introduced the following, which was adopted:

Having heard with great interest and satisfaction Chairman J. P. Cook, of the Jackson Training School for wayward and unfortunate boys; and having learned of the noble work being done at Concord by the State for these boys; and knowing the power of a united press in its support of a good cause, it is hereby resolved by this Association that the North Carolina Press Association heartily endorses the purpose and aim of the Jackson Training School, and pledges to it and its superintendent and officers our most loyal support for its growth and usefulness.

Mr. J. J. Farriss offered the following resolutions, which were unanimously adopted:

Resolved, That we most emphatically protest against the custom of the Postoffice Department of printing the return card on stamped envelopes free of cost, and of delivering the envelopes free of charge to the customer, as thereby the Government becomes a direct competitor of the individual citizen, and that without profit to the Government.

Resolved, That this is intended to express our disapproval of the course of the Third Assistant Postmaster General in advertising this feature by means of alluring circulars sent through the mail free of postage to every postoffice in the country to be distributed to business men generally.

Resolved, That we respectfully ask that steps be taken at once to discontinue this unwarranted interference with the legitimate printing business, as it is obviously unfair for officials to use the machinery of the Government of the people to solicit business from our customers, especially when this business is done without charge and delivered free to the customer, thus making it impossible for us to compete for it.

The Secretary was instructed to forward a copy to each of the Senators and Representatives from North Carolina, with the request that they do all in their power to have the

custom referred to discontinued. A copy was also ordered to be sent to the Secretary of the National Editorial Association.

The following resolutions, offered by Mr. Josephus Daniels for the committee, were unanimously adopted by a rising vote:

Resolved, That the thanks of the Association be and are hereby tendered the Western Union Telegraph Company and the railroad companies for courtesies in the matter of railroad transportation, and particularly to the Southern Railway Company, for the courtesy of an excursion to Lake Toxaway; to W. A. Smith for a car ride to Laurel Park, and an enjoyable afternoon at that beautiful resort; to Capt. M. C. Toms and John L. Orr and their associates for extending the courtesies of Mount Hebron; to the management of the Gates Hotel for excellent service, and for the courtesy of a ball tendered the Association; to Mayor R. H. Staton and the reception committee, and all the public-spirited citizens who tendered many delightful courtesies, including the mountain drives and to Lake Osceola, and for more pleasures than can be enumerated; to Mr. M. L. Shipman, editor of The Hendersonville Hustler, and to Mr. T. R. Barrows, associate editor, for their brotherly welcome, which made all the editors feel at home.

Mr. H. C. Martin, of the committee appointed to report on President's address, reported as follows for the committee:

We, the members of your committee, have carefully examined the able and helpful message of our esteemed President, and while we find in it no recommendations demanding the attention of this Association as a body, yet we find many helpful suggestions to us as individual workers in our chosen calling. We are specially impressed with his suggestion to us to cultivate the optimistic spirit, and feel that if we do so more in the coming years, we will be of greater service to our constituents and at the same time derive greater comfort to ourselves in our work. Respectfully submitted,

J. P. Caldwell,
R. R. Clark,
H. C. Martin,
Committee.

The report was adopted.

Mr. John D. Gold, chairman of the committee to examine the Treasurer's accounts, made the following report, which was adopted by a rising vote:

Your committee, appointed to examine the accounts of J. B. Sherrill, Secretary and Treasurer of the Association, beg leave to report that we have examined his vouchers and accounts and find everything correct. His accounts show total receipts for the year of $580.45, with disbursements amounting to $384.31, leaving a balance in the treasury of $196.14. Brother Sherrill has shown his usual accuracy and efficiency in the discharge of his duties as Treasurer, and your committee takes pleasure in recommending him to the Association for a life-term of office.

JOHN D. GOLD,
THAD R. MANNING,
J. D. BIVINS,
Committee.

Josephus Daniels :

Twenty-one years ago we met in this city, and as a citizen of Hendersonville I am twenty-one years of ago. Col. Pickens has given me the privilege to vote, and I have an invitation to come up and vote in the next election. Twenty-one years ago we met in this city the first time; it was then a little village, and during all these years I have carried in my heart recollections of the pleasant association and the delightful hospitality. There have been many changes here in those twenty-one years, except in my old friend, Col. Pickens, and when we come here twenty-one years from to-day, we will be welcomed by him and we will all enjoy the hospitality we have enjoyed this time.

Mayor Staton :

I must say that we have been very highly honored by having the Press Association with us, and as Col. Pickens said we are always glad to have you, and I would like to say now, that any time when you gentlemen get together and can't find a better place that you want to meet at, the doors of Hendersonville are always open; and any time that you gentlemen don't want to come here in a body, we will welcome you individually. So come to see us again.

Col. Pickens :

I want to say to Mr. Daniels that, after his long life of service, if in the end he should fail to enter the New Jerusalem, he can at least be able to say that he has been to Hendersonville twice.

The following officers were then elected :
President—Rev. J. O. Atkinson, D. D.
First Vice President—M. L. Shipman.
Second Vice President—J. R. Swann.

Third Vice President—W. K. Jacobson.

Secretary and Treasurer—J. B. Sherrill.

Historian—Archibald Johnson.

Orator—W. C. Hammer ; Alternate—Josephus Daniels.

Poet—D. L. St. Clair.

Executive Committee—Rev. J. O. Atkinson, D. D., Chairman ; J. B. Sherrill, Secretary ; H. A. London, W. C. Dowd, H. B. Varner, Josephus Daniels and D. T. Edwards.

The motion was made and carried that the Executive Committee be authorized to call a mid-winter meeting.

On motion the convention adjourned *sine die*.

On Thursday evening a ball was given at the Hotel Gates in honor of the visiting editors, and the occasion was a pleasant one to all. On Friday morning the editorial party left Hendersonville in a special car for Lake Toxaway, where a most delightful day was spent at Toxaway Inn.

Constitution.

ARTICLE I.

Name.

SECTION 1. The name of the Association shall be the NORTH CAROLINA PRESS ASSOCIATION.

SEC. 2. The object of the Association will be to promote the material interests of the press of North Carolina, and to elevate the tone and character thereof.

ARTICLE II.

Membership.

SECTION 1. There shall be two classes of membership in this Association, active and honorary.

SEC. 2. Any editor or publisher of any newspaper in the State of North Carolina desirious of becoming an active member of this Association may apply in writing to the Secretary, and shall deposit with him the membership fee; and said application shall be passed upon by the Executive Committee. If the Executive Committe shall deem the applicant a proper person for membership the Secretary shall extend to him such courtesies as are provided for members. The Executive Committee shall report to the Association at the ensuing annual meeting the names of persons recommended for membership. A vote shall be taken on the recommendation of the committee, and if three-fourths of the members present vote in favor thereof, the persons recommended shall be received into membership: *Provided*, that at any annual meeting the rules may be suspended and applications for membership may be considered without the intervention of the Executive Committee: *Provided further*, that the Secretary shall have no authority to extend the courtesies of the Association to any person not recommended by the Executive Committee in accordance with the provisions of this section.

SEC 3. Every applicant for membership must have been connected with the newspaper business, either as editor or publisher, at least three months before making application, and he shall file with his application a copy of his publication with satisfactory evidence that he is the editor or publisher thereof; and also a certificate signed by at least two members of the Association, certifying that he is a *bona fide* editor or publisher duly qualified for membership.

SEC. 4. Persons, not newspapers, shall constitute the membership of this Association, and each member shall have one vote.

SEC. 5. Each active member of this Association shall pay to the Secretary annually, on or before the 15th day of July, the annual membership fee, and any member who shall fail or neglect to make such payment two years in succession, shall be dropped from the roll of membership.

SEC. 6. Members of the Association who have rendered long and honorable service in the profession, upon retiring from the newspaper business may be elected honorary members of the Association by a two-thirds vote of the members present at any annual meeting. Such members shall be entitled to attend the meetings of the Association, and exercise all the rights of active members except voting and holding office, but the Association shall not be bound to secure for them railroad transportation or other courtesies which may be extended to the active members of the Association.

SEC. 7. Any member who shall violate any of the rules of the Association, or who shall be guilty of conduct unbecoming a member of the Association, may be expelled by a two-thirds vote of all the members at any meeting.

SEC. 8. Persons who have become members of the Association by misrepresentation on their part or by misapprehension on the part of the Association or Executive Committee may be expelled by a majority vote of the Association.

SEC. 9. The provisions of this article shall not extend to editors or publishers of school and college papers, or other publications that have nothing in common with the newspaper business, or to owners of newspapers who are not directly engaged in the editorial or business management thereof, or to any persons who are not *bona fide* editors or publishers of publications conducted as legitimate newspaper enterprises, as distinguished from advertising sheets or papers published as accessory to some other business of the editor or publisher.

ARTICLE III.

Members.

SECTION 1. The officers of this Association shall be a President, first, second and third Vice Presidents, Secretary and Treasurer, Historian, Orator, Poet and Executive Committee, consisting of the President, Secretary and five others.

SEC. 2. The President shall preside at all meetings of the Association, and shall call special meetings thereof upon a recommendation of a majority of the Executive Committee. In his absence from meetings the Vice Presidents in their order shall preside.

SEC. 3. The Secretary and Treasurer shall keep a correct record of the proceedings of the Association, and shall superintend the publica-

tion of the same. He shall keep a minute book containing a record of the proceedings of all the meetings of the Association, and a correct roll of members. He shall collect membership fees, annual dues and other funds of the Association, and shall pay out moneys only on the order of the Executive Committee.

SEC. 4. The Historian shall record the newspaper history of the year, giving special prominence to new publications, suspensions, changes in business or editorial management of all newspapers in the State, and shall include therein a brief sketch of such journalists in the State as have died within the year, all in the form of a paper to be read at the ensuing session of the Association.

SEC. 5. The Executive Committee shall meet annually at any place that may be selected by the President not less than thirty days previous to the annual meeting of the Association to make arrangements for the entertainment of the Association at the ensuing annual meeting, to provide for excursions or other recreation after the adjournment of the Association, as may be deemed advisable, and to transact such other business of the Association as may come with the province of the committee.

SEC. 6. The officers of the Association shall be elected for one year, and shall continue to discharge the duties of their offices until their successors are elected and installed.

SEC. 7. Vacancies occurring in any office, except that of President, during the interval between meetings may be filled by the Executive Committee for the unexpired term.

ARTICLE IV.

Meetings.

SECTION 1. The Association shall meet annually at such time and place as may have been selected at the last preceeding meeting. The Association may omit to designate the place of meeting, in which case the Executive Committee shall select the place on or about the first of May. In the event that neither the Association nor the Executive Committee determine the place of the meeting as herein provided, the Association shall meet in the city of Raleigh. In no case shall there be a failure to hold the annual meeting at the time herein provided by reason of the neglect of the Association or the Executive Committee to decide upon a place of meeting.

SEC. 2. Special meetings may be held at such time and place as the President may designate, whenever the Executive Committee may deem it necessary or advisable to hold them: *Provided*, that thirty days' notice of such meetings shall be given by publication in some newspaper published by a member of the Association.

ARTICLE V.

Membership.

The Constitution may be altered or amended at any meeting of the Association by a vote of two-thirds of the members present.

By-Laws.

1. The ordinary parliamentary rules shall govern the deliberations of the Association.

2. The meetings of the Association shall be opened with prayer by some minister at the request of the President.

3. All voting for officers shall be by ballot except by unanimous consent.

4. The admission fee shall be five dollars, and the annual membership fee two dollars.

5. The President and Secretary of the Association shall be chairman and clerk respectively of the Executive Committee.

6. At each annual meeting a committee, consisting of the Secretary and Historian, shall report a revised roll of membership in accordance with the provisions of the Constitution.

7. Passes obtained by the Secretary for the transportation of members to and from the meeting of the Association shall not be issued to members until they have paid their annual dues.

8. The Secretary shall cause to be printed a sufficient number of copies of the proceedings of the Association to provide each active member with three copies and each honorary member with one copy, and he shall cause the same to be printed and mailed before the first day of October.

9. Not less than sixty days from the annual meeting the President shall appoint not less than six members to prepare essays to be read at the next annual meeting, and shall notify the Secretary of the appointment, so that they may be printed in the programme. He shall assign the subjects, which shall relate to the newspaper or printing business.

10. The annual meetings shall continue in session two days.

11. Miscellaneous business may be brought forward at any time when it will not conflict with the regular order.

12. These By-Laws may be amended at any annual meeting by a majority of all members present.

13. The President shall some time before the meeting appoint a committee whose duty it shall be to prepare and read before the convention suitable memoirs of such members as may have died during the year.

Roll of Members.

Atkinson, Rev. J. O., D. D.....Elon College Christian Sun
Alexander, Jas. H.....Lexington North State
Arendell, W. L.....Morehead City Coaster
Atkins, Jas. W.....Gastonia Gazette
Bivins, J. D.....Albemarle Enterprise
Beasley, R. F.....Monroe Journal
Boylin, J. G.....Wadesboro Messenger-Intelligencer
Baird, J. G.....Charlotte Carolina Pythian
Beasley, G. M.....Monroe Journal
Barrows, T. R.....Hendersonville Hustler
Brown, Clint N.....Salisbury Post
Cobb, T. G.....Morganton Herald
Clark, R. R.....Statesville Landmark
Caldwell, J. P.....Charlotte Observer
Conner, A. J.....Rich Square Times
Carson, A. S.....Sparta Star
Caine, Jas. H.....Asheville Citizen
Council, Zeb. P.....Durham Recorder
Crowson, O. F.....Burlington News
Cochrane, Geo. F.....Lexington Dispatch
Click, J. F.....Hickory Mercury
Cook, J. P.....Concord Uplift
Deaton, H. P.....Concord Tribune
Dowd, W. C.....Charlotte News
Daniels, Josephus.....Raleigh News and Observer
Dunn, Owen G.....Newbern Sun
Deal, R. A.....Wilkesboro Chronicle
Edwards, D. T.....Kinston Free Press
Escott, G. S.....Charlotte Mill News
Eury, C. A.....King's Mountain Herald
Farriss, J. J.....High Point Enterprise
Foster, R. G.....Graham Tribune
Gold, Jno. D.....Wilson Times
Green, J. Z.....Marshville Our Home
Gosorn, T. H.....Bakersville Kronicle
Hurley, J. F.....Concord Tribune
Hale, E. J.....Fayetteville Observer
Hale, E. J., Jr.....Fayetteville Observer
Harris, Jos. A.....Hillsboro Orange County Observer

Holdbrook, W. E.....Hickory Democrat
Hammer, W. C.....Asheboro Courier
Hale, L. B.....Fayetteville Observer
Hardy, J. C.....Scotland Neck Commonwealth
Hildebrand, W. A.....Asheville Gazette-News
Hudson, H. T.....Shelby Star
Harker, W. B.....Maxton Scottish Chief
Harris, Wade H.....Charlotte Chronicle
Hamlin, H. H.....Beaufort Lookout
Ivey, Rev. T. N., D. D.....Raleigh Christian Advocate
Jordan, W. J.....Snow Hill Standard-Laconic
Johnson, Archibald.....Thomasville Charity and Children
Jones, Wilber.....High Point Furniture Journal
Jacobson, W. K.....Washington Progress
Julian, Jno. M.....Salisbury Post
Johnson, Norman H.....Lynchburg Merchants' Journal
Joyner, Andrew.....Greensboro News Bureau
Kernodle, J. D.....Graham Gleaner
King, J. H.....Durham Herald
Kinlaw, H. R.....Rocky Mount Echo
London, H. A.....Pittsboro Record
Lassiter, T. J.....Smithfield Herald
Law, Rev. P. R., D. D.....Presbyterian Standard
Manning, Thad R.....Henderson Gold Leaf
Murphy, Rev. J. L.....Trinity Reformed Church Record, Hickory
Martin, H. C.....Lenoir News
Morton, George E.....Tryon Bee
Marshall, W. F.....Progressive Farmer
McNeill, W. H.....Carthage Blade
Moore, W. M.....Lenoir Topic
Moore, Rev. Hight C.....Biblical Recorder, Raleigh
Noell, J. A.....Roxboro Courier
Oliver, J. T.....Reidsville Review
Oliver, M.....Reidsville Review
Poe, C. H.....Raleigh Progressive Farmer
Phillips, Rev. E. T.....Ayden Baptist
Petree, D. H.....La Grange Sentinel
Pepper, Eugene.....Danbury Reporter
Phillips, R. M.....Sanford Times
Pearson, Jno. S.....Biblical Recorder, Raleigh
Pinnix, Frank M.....Oxford Ledger
Pinnix, W. Mott.....Oxford Ledger
Parham, J. A.....Fayetteville Index
Pharr, W. E.....North Wilkesboro Hustler

Pepper, E. P.....Danbury Reporter
Quinn, J. H.....Shelby Aurora
Robinson, J. A.....Durham Sun
Register, Dr. E. C.....Charlotte Medical Journal
Rollins, E. T.....Durham Herald
Roscower, A.....Goldsboro Headlight
Rountree, J. R.....Kinston Free Press
Ranson, R. E.....Spring Hope Leader
Stevens, C. L.....Newbern Journal
Sherrill, J. B.....Concord Times
Shipman, M. L.....Hendersonville Hustler
Smith, Rev. W. J.....Charlotte Messenger of Hope
Swaringen, W. F.....Edenton Transcript
Swann, J. R.....Marshall Record
Sharp, J. A.....Lumberton Robesonian
St. Clair, D. L.....Sanford Express
Simms, J. V.....Raleigh Times
Thomas, J. A.....Louisburg Times
Thompson, W. B.....Chapel Hill News
Underwood, W. I.....Greensboro Patriot
Varner, H. B.....Lexington Dispatch
Whichard, D. J.....Greenville Reflector
Whitehead, Z. W.....Wilmington Southern Mining and Lumber Journal
Walker, T. R.....Littleton News-Reporter
Wiggins, J. P.....Rowland Sun
Whitten, S. E.....Marion Democrat
Williams, F. M.....Newton Enterprise
Williams, C. H.....Polk County News
Yeager, M. L.....Southern Publisher, Charlotte

Officers and Data of North Carolina Press Association.

YEAR.	PRESIDENT.	VICE PRESIDENTS.	SEC. AND TREAS.	PLACE OF MEETING.
1886-'87.	J. I. McRee.	T. B. Eldridge, H. C. Wall, George A. Frick.	J. H. Lindsay.	Morehead City.
1887-'88.	T. B. Eldridge.	Thad R Manning, H. C. Wall, J. A. Thomas.	J. H. Lindsay.	Hendersonville.
1888-'89.	Thad. R. Manning.	J. A Thomas, C. F. Crutchfield, W. W. McDiarmid	J. B. Sherrill.	Morehead City.
1890-'91.	J. P. Caldwell.	S. A. Ashe, W. W. Scott, Robert Haydn.	"	Durham.
1891-'92.	J. A. Thomas.	E. E. Hilliard, Jerome Dowd, R. A. Deal.	"	Winston.
1892-'93.	E. E. Hilliard.	Jerome Dowd, H. A. Latham, F. M .Williams.	"	Charlotte.
1893-'94.	Jerome Dowd.	Z. W. Whitehead, W. F. Burbank, R. A. Deal.	"	Newbern.
1894-'95.	W. C. Ervin.	C. L. Stevens, W. F. Marshall, W. C. Dowd.	"	Morganton.
1895-'96.	C. L. Stevens.	W. F. Marshall, W. W. Diarmid,W. K. Jacobson.	"	Greensboro.
1896-'97.	R. R. Clark.	J. B. Whitaker, J. T. Britt, W. A. Curtis.	"	Wilmington.
1897-'98.	J. B. Whitaker, Jr.	J. T. Britt, W. A. Curtis, W. S. Herbert	"	Morehead City.
1898-'99.	W. C. Dowd.	W. S. Herbert, D. J. Whichard, J. D. Boone.	"	Waynesville.
1899-'00.	D. J. Whichard.	Rev. T. N. Ivey, D. D., Benj. Bell, H. S. Blair.	"	Carolina Beach.
1900-'01.	Rev. T. N. Ivey, D. D.	J. G. Boylin, G. L. Hackney, J. A. Robinson.	"	Asheville.
1901-'02.	J. G Boylin.	J. A. Thomas, H. C. Martin, W. S. Herbert.	"	Greensboro.
1902-'03.	W. F. Marshall.	M. L. Shipman, Rev. J. O. Atkinson, J. J. Farriss.	"	Hendersonville
1903-'04.	H. B. Varner.	Benj. Bell, Rev. P. R. Law, J. D. Bivins.	"	Wrightsville.
1904-'05.	H. B. Varner.	M. L. Shipman, R. M. Phillips, J. C. Caddell.	"	Morehead City.
1905-'06.	R. M. Phillips.	T. J. Lassiter, Clyde R. Hoey, W. B. Westlake.	"	Asheville.
1906-'07.	T. J Lassiter.	J. C. Hardy, W. B. Cochran, H. R. Kinlaw.	"	Chase City, Va.
1907-'08.	Archibald Johnson.	J. A. Thomas, W. J. Jordan, A. S. Carson.	"	Morehead City.
1908-'09.	J. A. Thomas.	W. C. Dowd, J. Z. Green, Rev. J. O. Atkinson, D. D.	"	Charlotte.
1909-'10.	Rev. J. O. Atkinson, D. D.	M. L. Shipman, J. R. Swann, W. K. Jacobson.	"	Hendersonville.

NOTE:—The Secretary has never been able to secure copies of the Minutes of any year prior to 1886, when he became a member of the Asscoiation, and, therefore, has no data for these years. He finds also that there is missing from his file the copy of the proceedings of the meeting held in Lenoir in 1889. He would be glad if any one could send him a copy of this, or for any year prior to 1886.

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We carry the largest and most complete line of regular stock of any paper house in the Southern States.

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SECRETARY.

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Farm and Horticulture Columns.	Produce Markets.
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International Sunday School Lesson.	Household Column.
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INDIANAPOLIS
151-153 Kentucky Avenue

DALLAS
675 Elm Street

MILWAUKEE
133-135 Michigan Street

To the Craft.

Special attention is directed to the Advertisements in this copy of the Minutes. The firms who advertise have done so with the hope of getting due return for the money they have invested by receiving the trade of the members of the Association; and I certainly think that we should trade with the firms who ask for our trade in the pages of the Minutes, all things else being equal.

In writing to advertisers please mention the fact that you saw the advertisement in the Minutes of the North Carolina Press Association.

Fraternally,

J. B. SHERRILL,

Secretary.

The Only Ink Factory in the South

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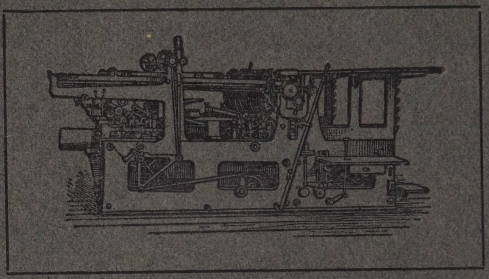

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